No. 177
Sept. '75
33230

MAD

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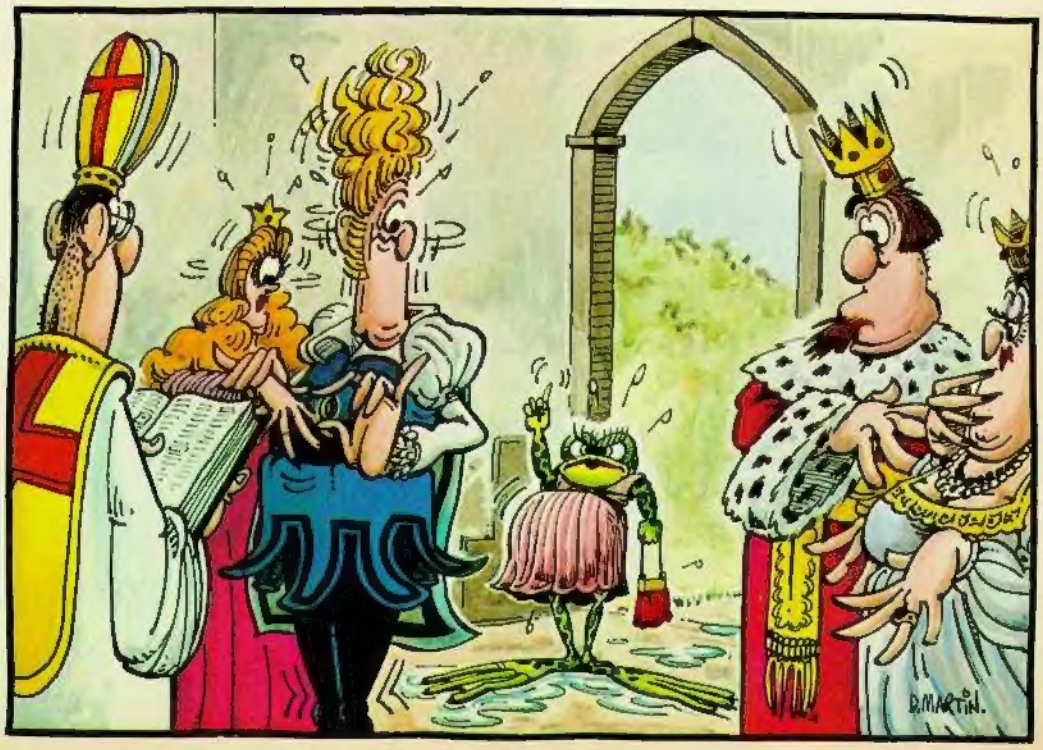
IN THIS ISSUE, WE SHPRITZ

THE TOWERING INFERNO

MORE

SCENES WE'D LIKE TO SEE

(THE FROG PRINCE)



ARTIST: DON MARTIN WRITER: DON EDWING

NUMBER 177 SEPTEMBER 1975

MAD

"People who borrow will take anything—but a hint!"
Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*
JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*
JACK ALBERT *lawsuits*
GLORIA ORLANDO, CELIA MORELLI,
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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MAD—Sept. 1975, Volume 1, No. 177. Published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscriptions: In U.S.A., 20 issues $10.00. Outside U.S.A., 20 issues $12.50. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1975 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

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DISASTER PICTURES!

Yep, the sales of these full-color pictures of Alfred E. Neuman, MAD's "What—Me Worry?" kid—suitable for framing or wrapping fish—are a total disaster! So . . . before our Publisher bellows like an earthquake and turns the place upside-down and fires us all . . . please! Order yours now! Today! Send 35¢ for 1, 75¢ for 3, $1.55 for 9 $3.15 for 27 or $6.35 for 61 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022

LETTERS DEPT.

WHAT'S ENTERTAINMENT?

"What's Entertainment?" should've been called "What's Disappointment?"! Drucker's artwork was typically spectacular, the songs were fairly clever and amazingly accurate, but the dialogue was inane and humorless. I think the reason for this is that "That's Entertainment" isn't as ludicrous or as poorly done as most of the other movies you've dissected. I hope you do better next time.

Miles Rind
Bellevue, Wis.

The phrase, "They don't make them like they used to!", was clearly evident in Frank Jacobs' sly tribute to the old musicals!

Ward Ellis
Hollywood, Cal.

I thought "What's Entertainment?" was so entertaining, I showed it to my Dad. He thought it was so entertaining, he took it to the night club where he works, and did a couple of skits from it. I haven't seen him since!

Jim Gonnerman
Santa Monica, Cal.

Don't worry, he's with our lawyers.—Ed.

POPULAR PHOTO-MONOTONY

Dick De Bartolo's "Popular Photo-Monotony" was really flashy!

Wade Williams
El Dorado, Kan.

"Photo-Monotony" was underdeveloped and overexposed!

Bret Rudnick
San Bernardino, Cal.

I didn't quite get the picture!

Toni Turcic
Flushing, N.Y.

It made me shutter!

John Wiencko
Ozone Park, N.Y.

Too bad I had no film in the camera to capture my hubby's smiles while he was reading it!

Benita Tsang
Toronto, Ont., Canada

RICH IS BETTER

When Arnoldo Franchioni said "Rich Is Better," he was wrong because people who are poor have to do without MAD.

Paul Dodson
Orange, Texas

MAD'S COLLEGE FOOTBALL COACH

Stockton Leaving Midwestern U.?!

A national magazine reported this week that Gerald Stockton would be replaced as athletic director and coach at Midwestern U.

The magazine says in an exclusive scoop that Royal "Bear" Hades, Coach of the Year, had told reporter Mason Reach he is breaking a ten-year, no-cut, iron-clad contract at State to become the "new Coach and Athletic Director of Midwestern U."

The magazine is Mad magazine.

This is a joke. April Fools.

Coach Gerald Stockton's only comment, "Who, me worry?"

The above article from the *Wichita Falls Record*, concerning Gerald Stockton, head coach at Midwestern University, caused a major disturbance when a radio station only repeated the first two paragraphs. Telephone lines were tied up for hours! MAD's Lou Silverstone and Jack Davis really got some unexpected roll on the ball with their hilarious "MAD's College Football Coach Of The Year"!

Brian Allison
Wichita Falls, Tex.

Coach Hades headed for Midwestern U.?

Mason Reese had disappeared from TV until you clowns featured him as your official Sports Interviewer and revived his career all over again. I just saw him on the Mike Douglas Show, singing and dancing. Please don't do any articles on Nixon or the same thing might happen.

Chuck Gill
Champaign, Ill.

Mr. Nixon already gave us a song and dance!—Ed.

LIGHTER SIDE OF CHORES

I was going to write to tell you how much I enjoyed Dave Berg's "Chores," but that's not my job.

Linda Burrows
Cranston, R.I.

HAS ANYBODY EVER REALLY SEEN . . .

"Has Anybody Ever Really Seen . . . " a MAD Mini-Poster pinned up?

Charles Rosenay
New Haven, Conn.

IT'S BAD TIMING WHEN . . .

"It's Bad Timing When . . . " you receive a gift subscription to MAD the same day you get your Ph.D.!

Mehboob Hajce
Atlanta, Ga.

Tell Rickard and Silverstone "It's Bad Timing When . . . " you're eating dinner and your subscription to MAD comes!

Warren Shawn
Toledo, Ohio

Talk about bad timing! You either eat dinner at lunch time or your mailman delivers after 6:00 PM.—Ed.

BARNACLE GROANS

While reading "Barnacle Groans," I laughed so hard I spilled my warm milk all over the bartender.

John O'Neill
Clinton, N.Y.

"Barnacle Groans" was as funny as a screen door on a submarine.

Larry Collard
Rochester, N.Y.

WHAT IS A GUIDANCE COUNSELOR?

Could Mr. Koch's opinion of Guidance Counselors be the result of a Counselor telling him he had the qualities to become a writer?

Ms. Jimmie Hankey
Guidance Counselor
Hume, Mo.

MS. LIBERTY ADVISED

Please have "Ms. Liberty" visit us at our Saks Fifth Avenue 4th floor Foundations Dept. She will be properly fitted for a bra that is both comfortable and becoming. We can't let her begin to sag. It could be catastrophic to someone standing below.

Ms. S. Newman
Fort Lee, N.J.

MINGO UMBRELLAS COVER

Your "Alfred-Among-The-Umbrellas" cover was a welcome relief, especially when compared to all the other magazine covers on the newsstands. Gloom and doom everywhere. It's nice to see someone looking on the "sunny side" for a change!

Steve Sigler
San Francisco, Cal.

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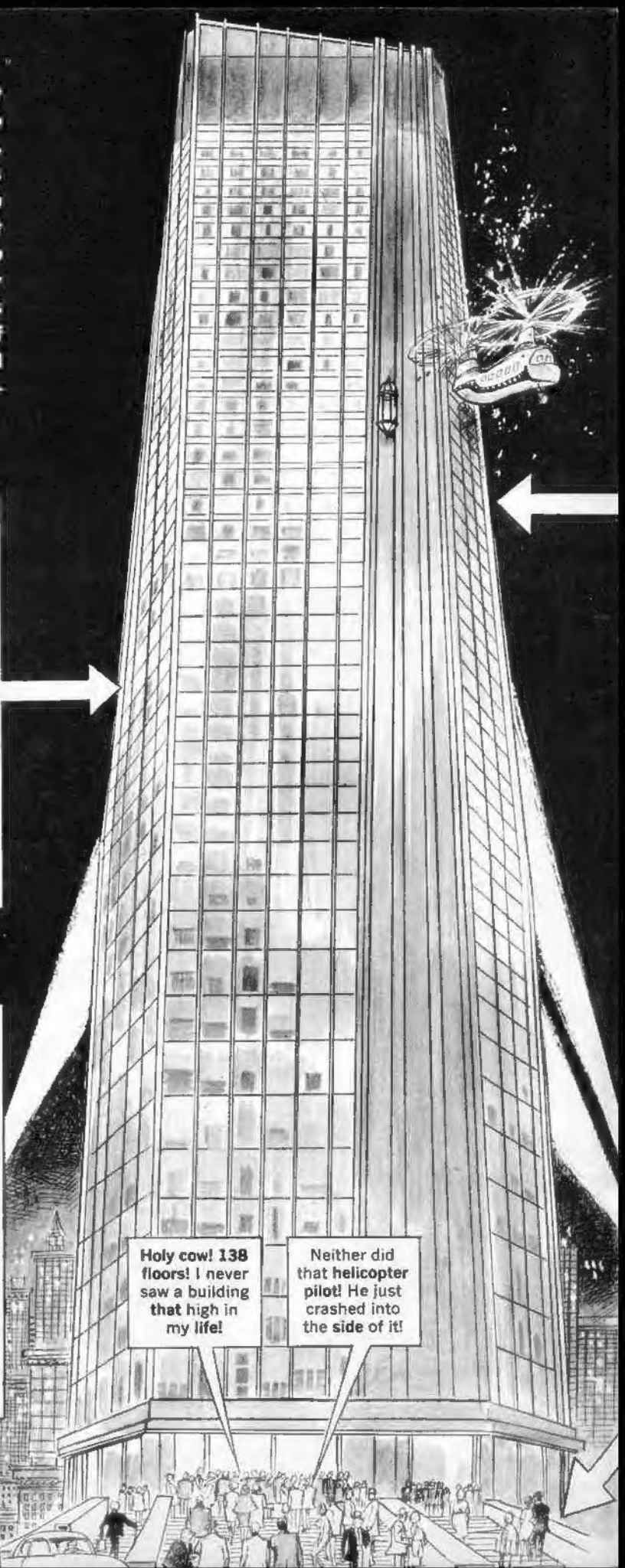
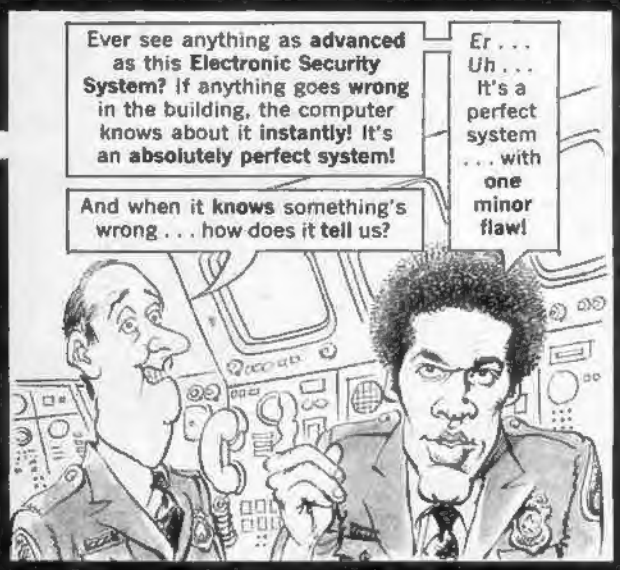
PLOT-BOILER DEPT.

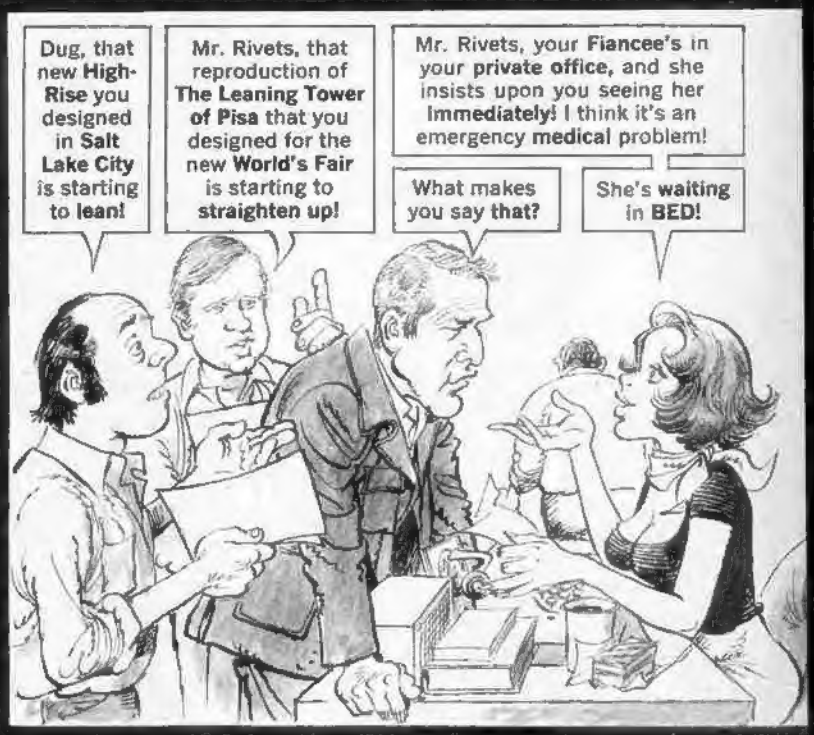
When you have problems and you don't want to think about them, what do you do? You go to the movies to take your mind off things, right? Wrong! Today, they're making movies that only *add* to your worries! Like—if you enjoy taking cruises, you can worry about dying in a "Poseidon Adventure"! Or if you live in the Los Angeles area, you can worry about dying in an "Earthquake"! Or, as is the case in this latest disaster epic, if you live or work in a modern, glass-walled skyscraper, you can worry about dying in—



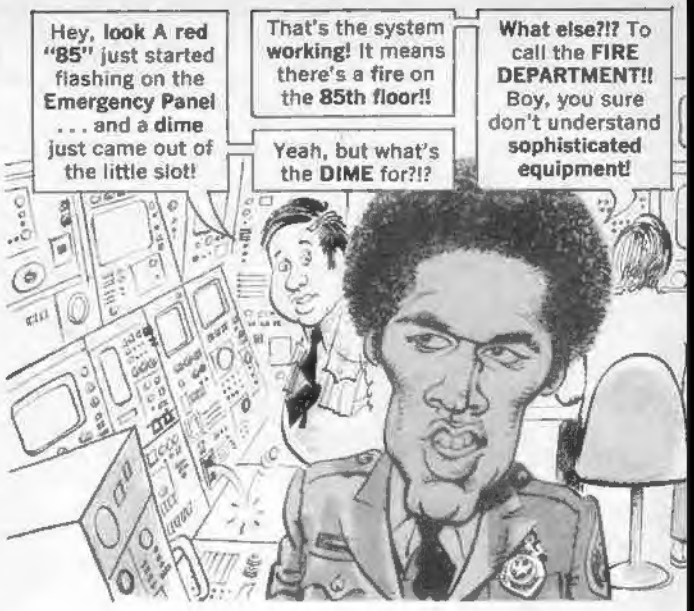
THE TOWERING STERNO

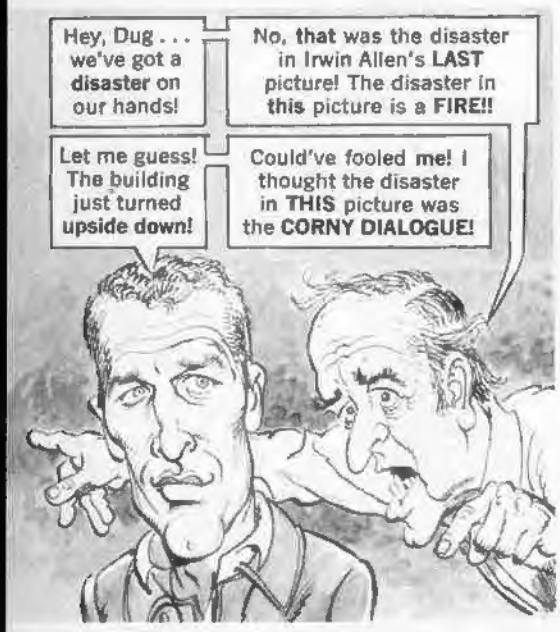
ARTIST: MORT DRUCKER WRITER: DICK DE BARTOLO

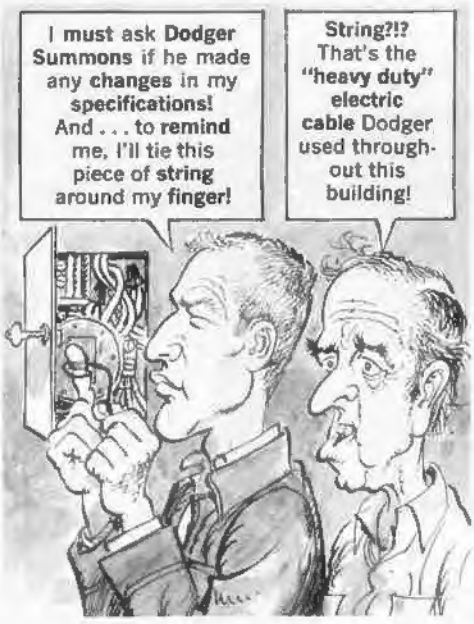




The wonderful feature of this building is . . . you can live on one floor and work on another!
It sounds great! But . . . why is that room in flames?
Oh, that!! Er—that's another one of the—uh—wonderful features of this building! There's a complete garbage incinerator on every floor!
Wow! You've thought of everything!!

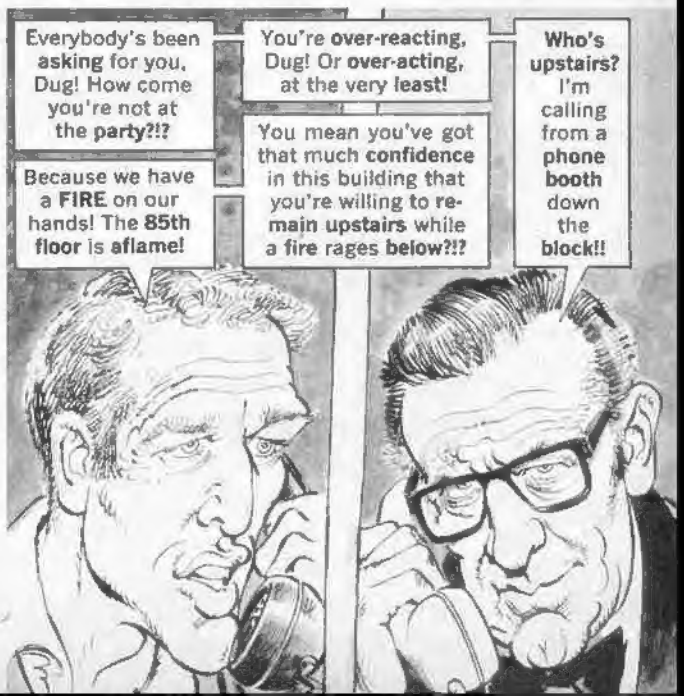

Hey, look A red "85" just started flashing on the Emergency Panel . . . and a dime just came out of the little slot!
That's the system working! It means there's a fire on the 85th floor!!
Yeah, but what's the DIME for?!?
What else?!? To call the FIRE DEPARTMENT!! Boy, you sure don't understand sophisticated equipment!


Hey, Dug . . . we've got a disaster on our hands!
No, that was the disaster in Irwin Allen's LAST picture! The disaster in this picture is a FIRE!!
Let me guess! The building just turned upside down!
Could've fooled me! I thought the disaster in THIS picture was the CORNY DIALOGUE!

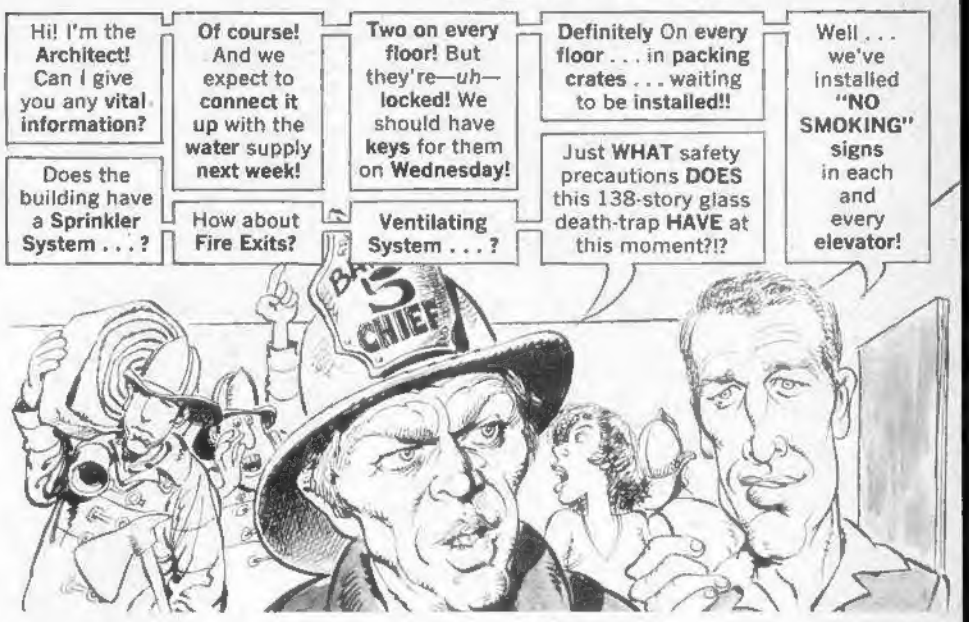

I must ask Dodger Summons if he made any changes in my specifications! And . . . to remind me, I'll tie this piece of string around my finger!
String?!? That's the "heavy duty" electric cable Dodger used throughout this building!

Did you mess around with my original specifications for the wiring in the Tower?
Dug . . . I did everything by the book!
What book?
This book!
HOW TO WIRE YOUR CHRISTMAS DECORATIONS SAFELY

This Opening Celebration is going to be the biggest party ever! Boy, are we gonna have a hot time up there tonight!
It may turn out to be a hotter time than you've planned! The building is on fire . . . !
Oh, well! I guess we'll just have to postpone it!
Gee! And I thought you'd be upset about having to cancel the party!
Hey, who's talking about cancelling the PARTY?! We're just going to have to postpone the FIRE!!


Everybody's been asking for you, Dug! How come you're not at the party?!?
Because we have a FIRE on our hands! The 85th floor is aflame!
You're over-reacting, Dug! Or over-acting, at the very least!
You mean you've got that much confidence in this building that you're willing to remain upstairs while a fire rages below?!?
Who's upstairs? I'm calling from a phone booth down the block!!

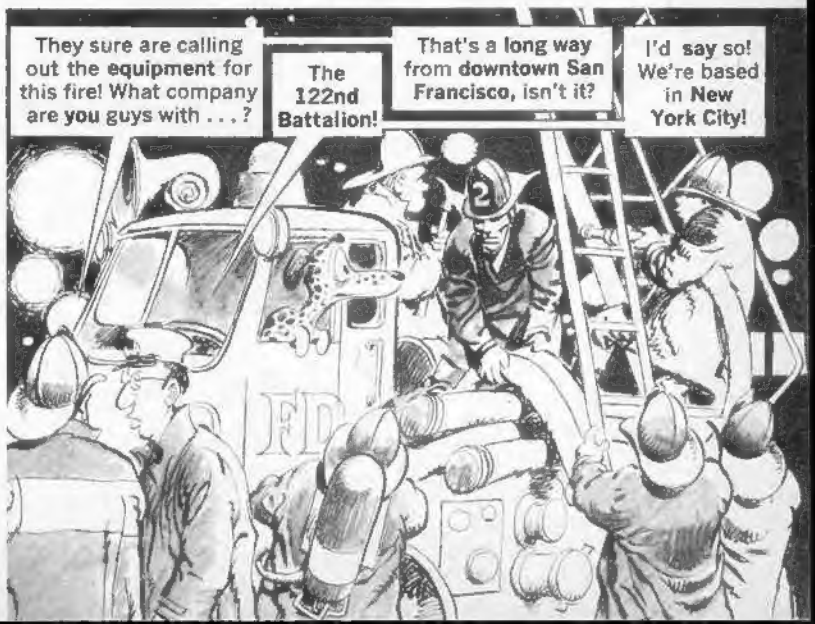
What building's on fire?
The Glassy Tower! It's on the 85th floor! Gee, I never fought a fire in a modern skyscraper building before! What's the first thing we do?
We wait till the fire burns down to the 5th floor . . . so we can reach it with our hoses!

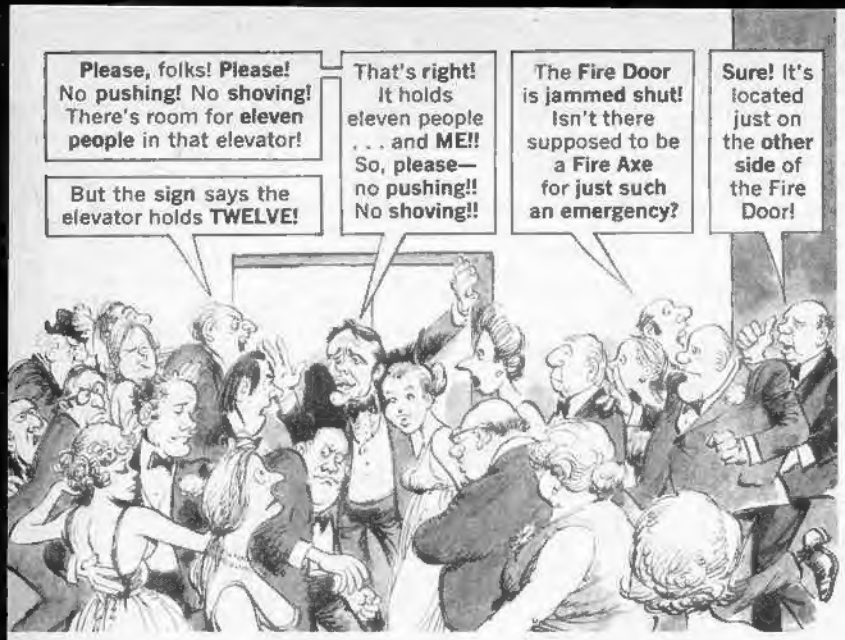

Hi! I'm the Architect! Can I give you any vital information?
Does the building have a Sprinkler System . . . ?
Of course! And we expect to connect it up with the water supply next week!
How about Fire Exits?
Two on every floor! But they're—uh—locked! We should have keys for them on Wednesday!
Ventilating System . . . ?
Definitely On every floor . . . in packing crates . . . waiting to be installed!!
Just WHAT safety precautions DOES this 138-story glass death-trap HAVE at this moment?!?
Well . . . we've installed "NO SMOKING" signs in each and every elevator!
CHIEF

Dodger, did you change any of Dug Rivets' original electrical specifications?
Sure I did! When you ordered me to shave 4 million dollars off the budget for the building, did you ever ask me HOW I did it? Did you ever wonder WHY our monthly electric bill for all 138 stories is only $6.00?
Well, I'll TELL you! This entire building is plugged into the lamppost on the corner!

Do you think anyone suspects we're having an affair?
Nahh! As far as everyone is concerned, you're just my secretary working from 9 to 5!
Yes . . . but working from 9 at night to 5 in the morning might arouse SOME suspicion!
Did you leave a cigar burning?
I don't think so, especially since I don't smoke cigars! I'll go check!

Was I right? Did someone leave a cigar burning?
No . . . a cigarette! A KING SIZE one! But, don't worry!! I'll call for help!
HELP! HELP!
Wouldn't you get more response if you said that into the PHONE?
Not with the phone service in THIS building! HELP . . . ! !


They sure are calling out the equipment for this fire! What company are you guys with . . . ?
The 122nd Battalion!
That's a long way from downtown San Francisco, isn't it?
I'd say so! We're based in New York City!


Please, folks! Please! No pushing! No shoving! There's room for eleven people in that elevator!
But the sign says the elevator holds TWELVE!
That's right! It holds eleven people . . . and ME!! So, please— no pushing!! No shoving!!
The Fire Door is jammed shut! Isn't there supposed to be a Fire Axe for just such an emergency?
Sure! It's located just on the other side of the Fire Door!

C'mon! Help me go through the building and arouse all the Tenants!
To warn them about the fire?
That . . . and also to see if we can collect next month's rent in advance!
Hey, must you wear that radio throughout the entire picture?
I do, if I want to hear some ENTERTAINMENT!

We'll be safe going down these Fire Stairs . . . except that I DO think I smell leaking gas! I'll light a match and see if I can tell where it's coming from—

BOOM!

Good work, Mr. Rivets! You sure found that gas leak! You may know a lot about electricity, but you know beans about gas!
Okay! We've got to keep walking down! And you'll notice that, to join me, all you have to take is ONE STEP! So I suggest you close your eyes . . . because that one step is now four stories high!

Behind this panel is a shaft that runs the length of the building! I already GOT the shaft ONCE . . . when I agreed to do this movie!
Now I'm going to get it again . . . when I use it to climb up to the party in the Marmalade Room . . .
So while I'm gone, Fullip, I want you to act like an adult! Do you know what that means?
Yeah . . . I should cry and yell and scream and carry on a lot!

Gee, but that's thoughtful! Here we are, in the middle of a holocaust . . . and the kitchen sends up an elevator full of barbecued beef!
Man, that's no barbecued beef! Unless they've dressed it in the clothes the people who just went DOWN in the elevator were wearing!
You— you mean those are members of the CAST?!?
Boy, I've heard of being roasted by the Critics . . . but this is ridiculous!

The elevator's gone! I'm taking the Fire Exit!

My Agent said the same thing, but I'm going anyway!

The Fire Chief said there is no way out . . . !

Go ahead! Make an ASH of yourself!

FIRE EXIT

You're back! You couldn't make it . . . could you!?!

Of course I could have! It's just that I felt guilty leaving you here!

Omolette, I have a confession to make! I came here tonight to sell you 1000 shares of a phony oil stock! But now that we've met, I— I just can't do it!

I've always said I know an honest man when I see one!

Er—how do you feel about buying 2000 shares of a phony gold mining stock?

And I think I see one, way—way—over there!

Look! Helicopters! They're going to evacuate you folks from the roof!!

Oh, thank God for American ingenuity!

It's five bucks for each kid, ten bucks for each adult, and $18.50 for a couple! You . . . er . . . still feel that way about American ingenuity!

How's the evacuation from the roof going?

No one has left yet!

Gee! I thought the rates were reasonable! Do you think we should offer group discounts?

No, the rates were fine! It's just too windy to land up there!

Then the only way to move people out is by a breeches buoy strung across the way to the Fearless Building! See if the helicopter can get a good strong line into the Marmalade Room!

If they can, it'll be the first good strong line in this entire picture!

I know you're supposed to break a window so the helicopter can get a line in here, but why are you smashing ALL of the windows?

Busting windows is like eating potato chips, Lady! Smash one —and you gotta smash 'em all!

Dumbkin, this is some mess! Why in the world did you cut corners in the electrical system!? Couldn't you find some other way to save money?

I did! Did you ever count the floors in this building? It's the only 138-story building in history with 97 floors!

Okay, here's the line from the helicopter! Pull it in! C'mon, men! Pull . . . pull! That's the way! And here's the other end! The end that was supposed to be attached to the building across the way! Er . . . that was a little too much pulling, men!

This is terrible! Simply TERRIBLE!

Yes . . . ! Are you concerned about your loved ones?

No, I'm concerned about my business! I'm the Agent who sold the Fire Insurance Policy on this building!

Wow! MORE Fire-Fighting Equipment!! How far away did YOU guys come from?

もと遠い

We never had any Fire Drills! They promised us Fire Drills, but we never had any!

We just can't please you Tenants! Here, we give you a REAL LIVE FIRE, and you want a Fire Drill!!

Listen, I just figured out a way to get twelve people down by using the Scenic Elevator!

You mean by releasing the mechanical brakes?

Gee, that's even better than MY idea! I was going to cut the cable!

I want 11 civilians on this elevator . . . plus someone who's an expert on fires!

Okay, I'LL go!!

You?!? You're an expert on fires?!?

I was responsible for starting this one, wasn't I?!?

Okay! The other end of this rope is connected to the building across the street! What should we tie this end to?

How about the Script Writer's Neck?

Chopper One . . . this is O'Hollerin! The Scenic Elevator was blown off its track and Omolette fell to her death!

That's awful! The rest of the Cast must be really green with envy!

I want you to pick me up, and put me down on top of the Scenic Elevator! I'll attach a cable to it, and then you'll pick up me AND the elevator and set us all safely down on the ground! Can you do that, Chopper One?

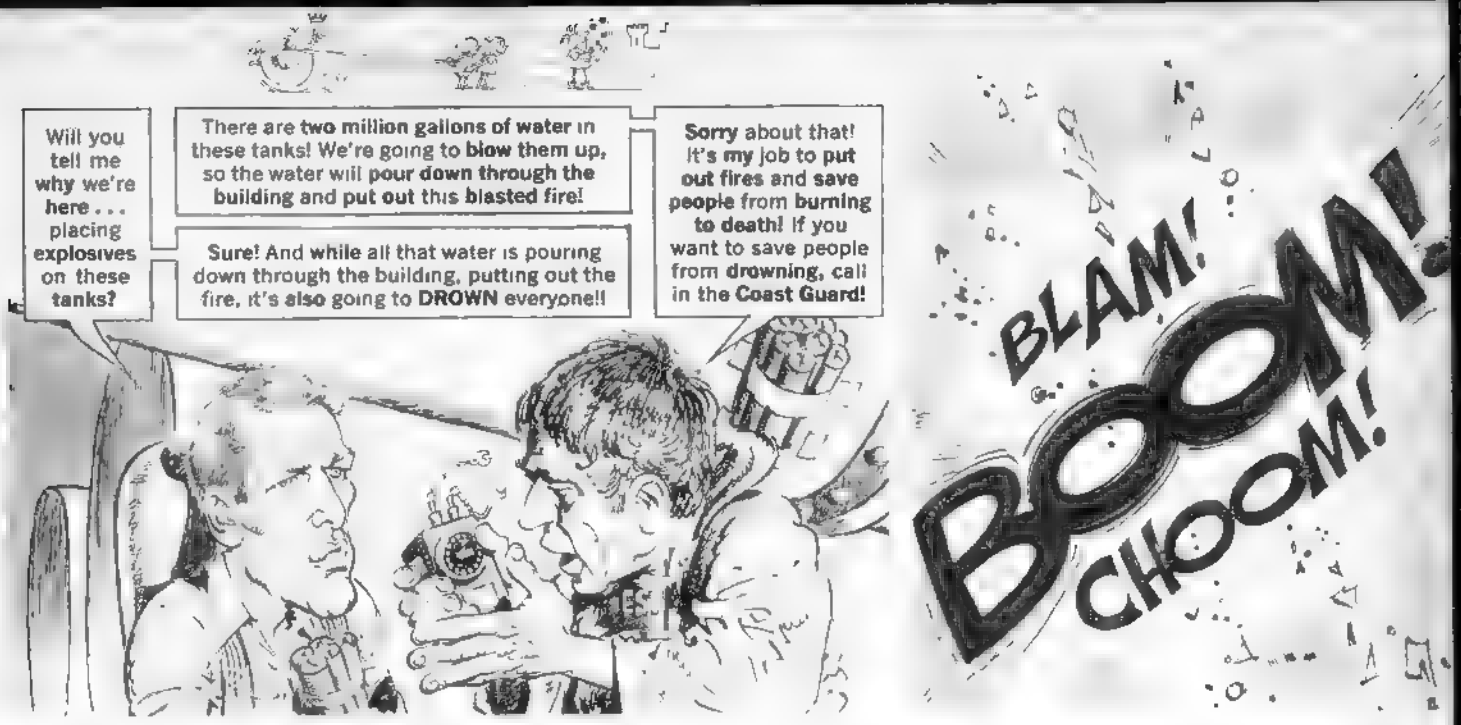
Sure, And then we'll all visit the Fairy Princess together!!

I'm looking for a crippled 747 that's off its course . . . !

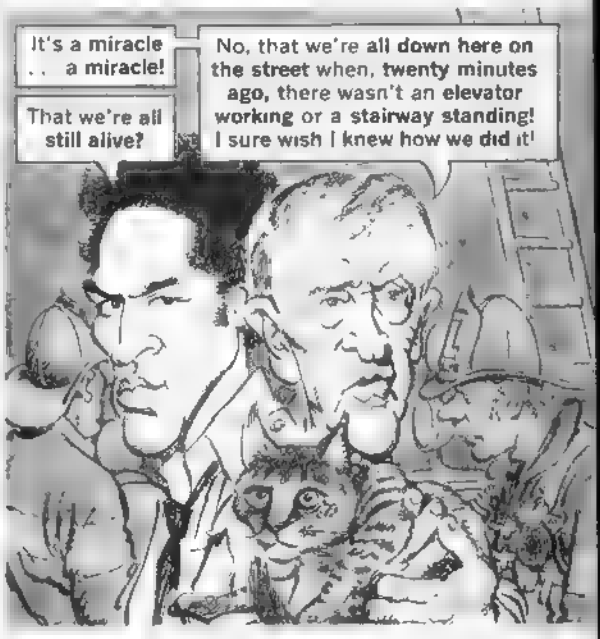
I'm looking for a crippled Scenic Elevator that's off it's course . . . !

Wow! And I thought OUR plot was far-fetched!

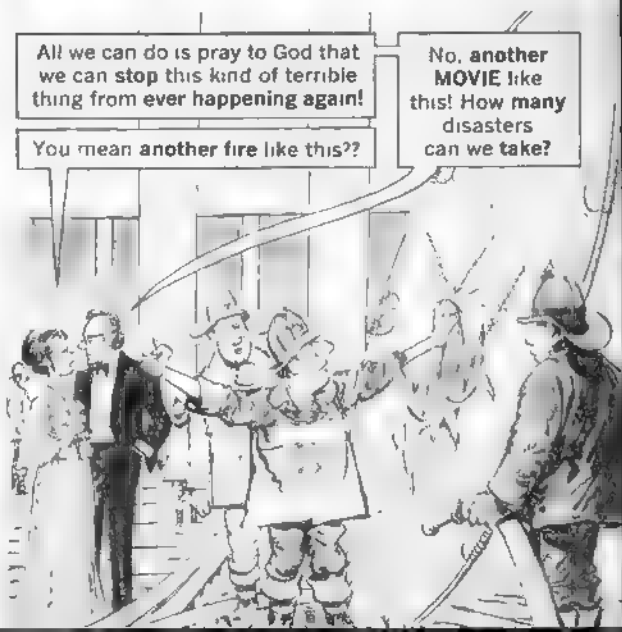
Don't we have ENOUGH problems?! Who the hell pushed the "UP" button?


Will you tell me why we're here . . . placing explosives on these tanks?
There are two million gallons of water in these tanks! We're going to blow them up, so the water will pour down through the building and put out this blasted fire!
Sure! And while all that water is pouring down through the building, putting out the fire, it's also going to DROWN everyone!!
Sorry about that! It's my job to put out fires and save people from burning to death! If you want to save people from drowning, call in the Coast Guard!
BLAM!
BOOM!
CHOOM!

Here comes the water!
The fire is OUT! The fire is OUT!!
Big deal!! I can't swim!!
And I'm being washed out of the windo-o-o . . .
And I've got a ten-ton BEAM on my stomach!
We were better off with the FIRE!


It's a miracle . . a miracle!
That we're all still alive?
No, that we're all down here on the street when, twenty minutes ago, there wasn't an elevator working or a stairway standing! I sure wish I knew how we did it!

You guys will keep making these fire-traps higher and higher, and I'll keep eating smoke until somebody asks ME how to build them RIGHT!
Okay, I'M asking! My new building has a seven million dollar budget for Fire Safety Equipment . . . and every dollar you save, you can keep!
Well, first of all, why do we need Fire Axes and Sprinklers on every floor! Every OTHER floor is plenty! So what if you have to walk up a few steps!? And also . . .

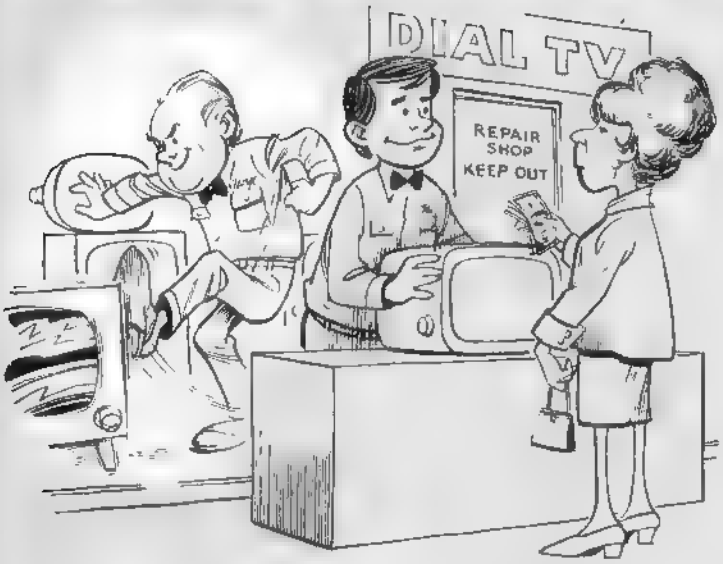

All we can do is pray to God that we can stop this kind of terrible thing from ever happening again!
No, another MOVIE like this! How many disasters can we take?
You mean another fire like this??

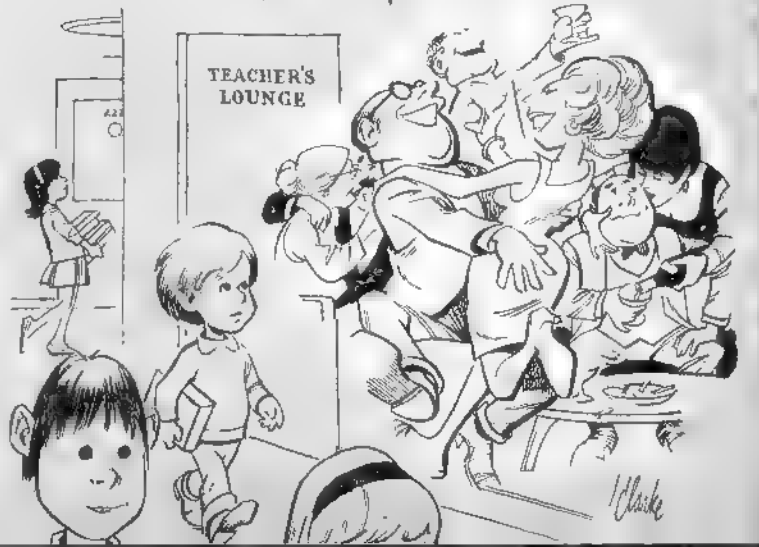
X-POSED DEPT.

A COLLECTION OF MAD

X-RAYvings

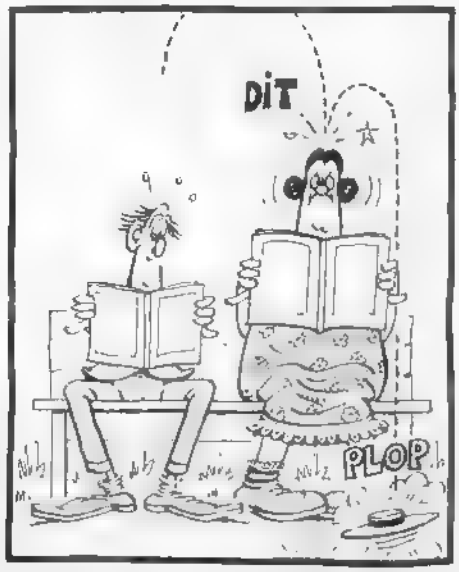
ARTIST: BOB CLARKE WRITER: DON EDWING

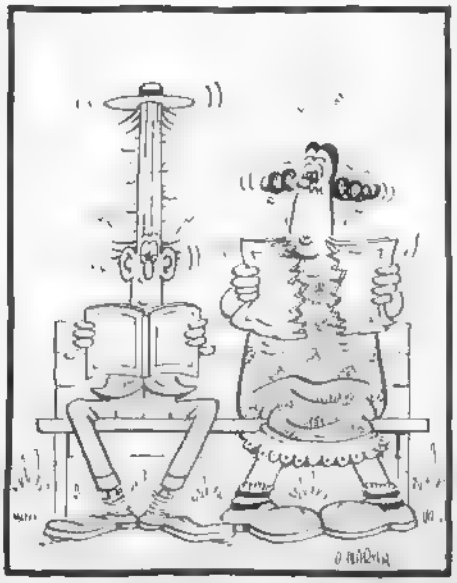




DON MARTIN DEPT. PART I

ONE SUNDAY MORNING IN THE PARK





MINOR DISASTER DEPT.

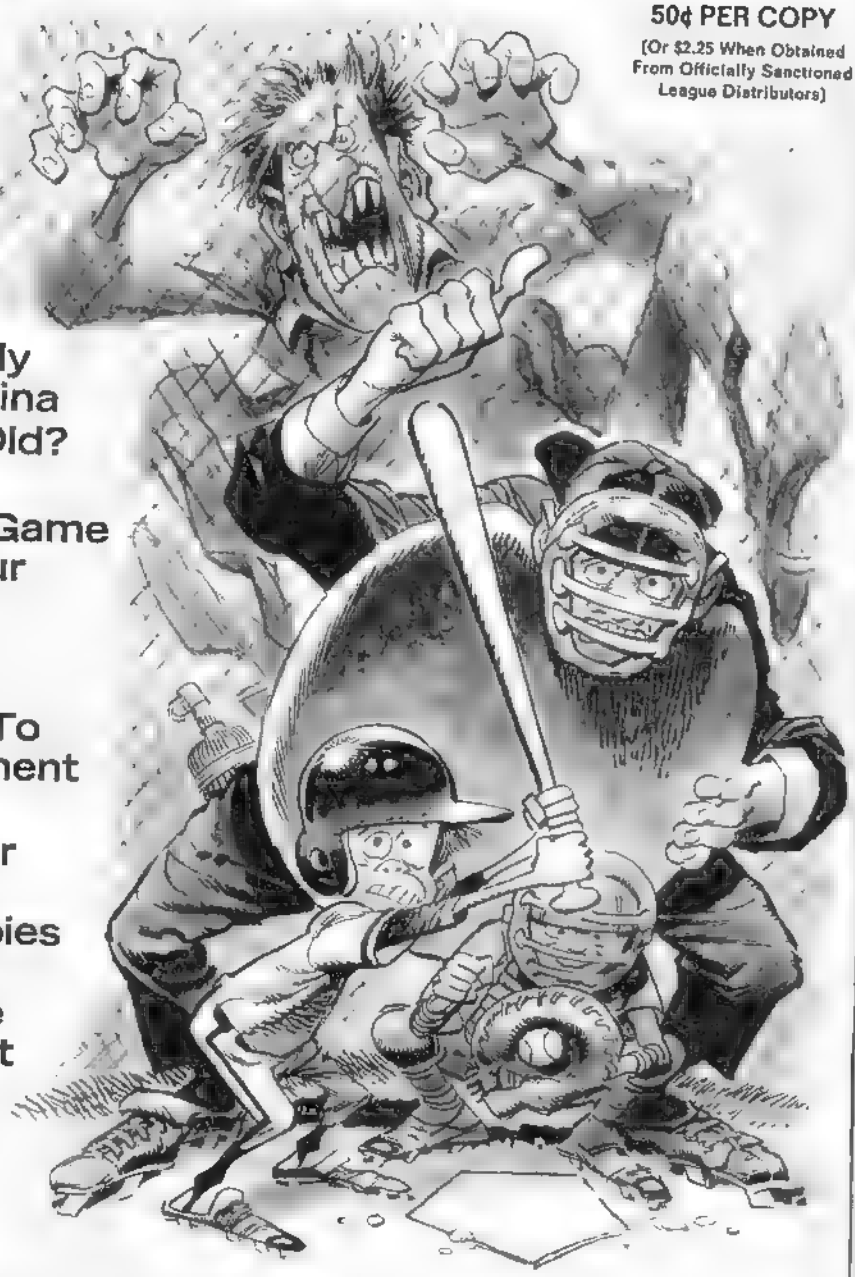
Little League sports are no longer *little*. These fine youth programs have now grown large enough to entertain us with lawsuits over discrimination, squabbles over eligibility, young women's lib, championship brawls, and all the other exciting things we once associated with *big* leagues! What they *don't* have is a magazine to tell us all about it, a magazine like . . .

Young Sports Illustrated

Covering The Field Of Character-Building Pre-Teen Athletics

ROOKIE RECRUITING SEASON 1975

50¢ PER COPY
(Or $2.25 When Obtained From Officially Sanctioned League Distributors)



IN THIS ISSUE:

Can "Uppers" Really Increase The Stamina Of An Eight-Year-Old?

Throwing The Big Game Without Losing Your Amateur Standing

Grid Fatalities Up Only 17%, Thanks To New Safety Equipment

Informative Tips For Making Out With Little League Groupies

Starting A New Life After You Miss That Vital Free Throw

A .178 HITTER TELLS HIS STORY:
"My Dad Loves A Winner, Which Is Why He Hates Me"

ARTIST: JACK DAVIS WRITER: TOM KOCH

Editorial Viewpoint

LET'S KEEP PARENTS FROM INTERFERING IN KIDS' GAMES

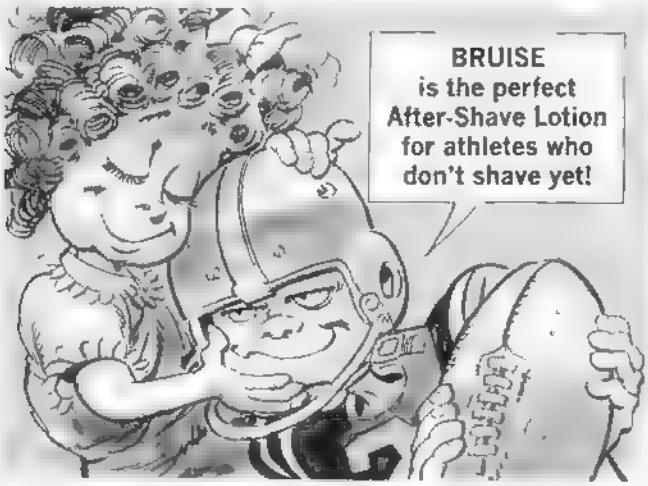
Traditionally, the school gym, the playground and the corner lot have been places where youngsters could play harmless games without interference from their parents. But now, after hard-working coaches and promoters have helped the kids organize their pastimes on a profitable basis, suddenly Mom and Dad have decided they want to meddle in after-school activities.

This department recently heard of a nervy mother in Ohio who dared complain to her son's coach about midnight-to-dawn practice sessions, even though the kid was a rookie who obviously needed the work-outs. In Seattle, parents actually refused to let their talented outfielder-son accompany his Little League team on a two-month exhibition tour of Siberia and the Gobi Desert

And so it goes throughout the land, as coaches and league officials suffer harassment from parents who stupidly intervene in athletic matters they know nothing about. Many don't even realize that harsh player discipline, rigid training schedules and occasional injuries are all involved in building a winner. Coddled kids finish last!

Taking legal custody of pre-teen athletes away from parents and giving it to sports promoters who know what's best is the logical solution to this problem. We urge you to support legislation permitting such action now, for the good of athletics and the American Way of Life!

Jock Bender, Editor



...Says Star Quarterback Roman Orgy

In 1974, Roman Orgy made the All-Detroit Midget League team by completing 94 passes in 172 attempts for 822 yards and 13 touchdowns. His ground gaining average of 5.63 yards per carry shattered a city rushing record that had stood since 1962. So if Roman doesn't know which pre-teen aftershave lotion you ought to buy, who would?

BRUISE

For Kids Who Want To Smell Older Than They Are!

NEW

STAR CAGER BLINKNY WILL ATTEND JAGGER JUNIOR HIGH

Blinkny is shown here displaying his cheerful attitude toward the game, a sportsmanlike characteristic that first attracted the recruiters' attention to the youth.

Months of breathless anticipation in the juvenile basketball world ended this week when Grammar School Cage Wonder Kermit Blinkny announced that he will attend Mick Jagger Junior High in Miami, Fla. The personable sixth grader had received recruiting offers from more than 300 junior highs, coast to coast.

"I picked Jagger mostly because of what it will mean to my family," the unselfish youth told reporters. "They offered to make Dad principal of the school at $200,000 a year, which is pretty good for a man who's spent his life working in the mail room at a tree nursery. Of course, they're also giving me a condominium and any girl in the 7th grade I want."

Blinkny first made headlines as a promising six-footer who sparked Miss Rexrote's Kindergarten to the National Nursery School title in 1968. At P.S. 247 in his native Kansas City, he averaged 91 points a game over the next six seasons, adding a foot to his height as he matured. More important, as officials at Jagger hastened to point out, he was a brilliant D+ student.

Blinkny displayed his superior intellect in explaining why he never even considered attending the junior high in his home district, which offered no bonus. "An athlete has to make the best deal he can while he's still in his prime," the boy stated. "Also, I found the academic program I was offered at Jagger very appealing."

Young Blinkny will major in physical education and study hall during his junior high career, although there are no requirements that he actually attend school.

S FRONTS

"GOAT" OF DIAPER BOWL NAMED PEE-WEE M.V.P.

Colorful Quarterback Bubby Clatnik has learned that the fortunes of big time football in the Pee-Wee League can change swiftly.

It was only last New Year's Day that an eye-gouging penalty called against the personable five-year-old cost his team a probable victory in the Diaper Bowl, and made Bubby the "goat" of the game. But the booting of enraged fans was all but forgotten last week as Clatnik was chosen to receive the Liceman Trophy, symbolizing his supremacy as the nation's top grid toddler

The surprise choice was explained at presentation ceremonies by Pee-Wee League Commissioner Pete Gazelle "Bubby had a brilliant season that was marred only by the mistake of getting caught cheating on one key play," said Gazelle. "It would be a great loss to football if he went ahead with the suicide he's been contemplating ever since he caused his team to lose the big one. Even a bungled attempt to kill himself could sideline him for several pre-season games next year, and hurt us badly at the box office."

In his acceptance speech, Bubby admitted telling reporters at the time of his Diaper Bowl humiliation that he planned to "stick my head in the bathtub and breathe water 'til I die." However, he said he didn't realize that carrying out the threat would have caused him to miss next season.

This year's Liceman Trophy Winner Clatnik accepts the coveted award from Commissioner Gazelle at the Pee-Wee League Banquet as delighted franchise owners look on.

KEN NOSEBLOW: LIVING PROOF OF YOUNG SPORTS BOOM

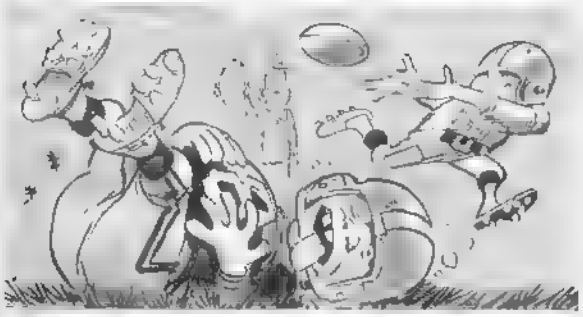
Australian-born Ken Noseblow, is shown here returning a serve in the recent National Six-and-Under Tournament.

Further evidence of the growing interest in Young Sports was offered this week when the World Tiny Tennis League filed a $500,000 damage suit against Ken Noseblow for breach of contract. It was the largest court award ever sought from a junior star, far surpassing the $20,000 collected from A.J. Cute for cheating in the 1972 Soap Box Derby.

Noseblow seemed jubilant over becoming the central figure in the biggest legal dispute yet to hit the Young Sports world. "I just knowed those grown-ups were going to get real, real mad at me," the talented four-year-old chortled. "There wasn't no way in a trillion, zillion years that I could have played in the Tiny League and with Jack Framer's Touring Toddlers at the same time. But I signed with both of them so I could make the biggest, giantest lawsuit that ever was."

Attorneys for both sides agree that little Kenny has created a highly complex dispute that could drag on in the courts until the boy is too old to play tennis at all.

STOP BEING BOOED BY YOUR PARENTS!



If you're sick of being hooted at by Mom, Dad and the other grown-ups in the stands every time you pull a boner, then it's time you learned to fake injury or exasperation the way the pros do to gain spectator sympathy.

Our amazing new sports drama instruction book, *"Gestures of Anguish,"* will teach you how to limp off the field or stamp your little feet in rage, or simply fall unconscious after each klutzy act you commit. Send only $6.95 today, and start winning cheers instead of jeers for your incompetence.

BRAHMS' ALIBIS

Book Division P.O. Box 928 Driving Falls, Ida.

WILL YOU BE FINANCIALLY SECURE WHEN YOUR PLAYING DAYS ARE OVER?

Chances are that you're currently receiving lots of money under the table from junior high school and pro team recruiters. But did you know that such gifts are **SUBJECT TO INCOME TAX?** Since many star athletes are crippled for life before age 25, you should be making plans to **OUTWIT THE I.R.S. NOW,** while the cash is still rolling in

The key to your secure financial future lies in the **TAX SHELTERED INVESTMENT PROGRAM** being generously offered by the **GRUBSTAKE OIL EXPLORATION CO.**

The program is so simple that even a kid like yourself can understand it, without suffering the embarrassment of asking Mom or Dad for advice. Just send us your recruiting bonus, and we'll drill you an oil well for only **$49.95 per foot.** When we hit a gusher, you'll be **RICH!** But even if you never hear from us again, your investment is **FULLY TAX DEDUCTIBLE.** So either way, **YOU CAN'T LOSE!**

GRUBSTEAK OIL EXPLORATION CO.

P. T. BARNUM MEMORIAL BLDG., SHADY HAVEN, OKLA.

THE MANGLE

(Renowned Sports Strategist and Youth Character Builder Garo (The Mangler) Yrpediatrician offers words of wisdom and guidance to our junior readers.)

Dear Mangler,
I am already nine, but still haven't been able to make the grade in any league sport, mostly because I can't see without real thick glasses. I think that practicing hard until I become the best junior chess player in the world might make me feel like less of a schlep. Can you suggest a training and practice schedule for me to follow? W. C., St. Paul, Minn.

Dear Four Eyes,
It's little Commies like you who are threatening to undermine our whole American system of Young Sports. If you're a loser and can't make a team, you can still volunteer to launder uniforms or be a tackling dummy. That's the way to regain your self-respect, not by staying in the house and playing sissy games.

Dear Mangler,
I aint doing gude in skule becawz I spend awl my hoamwerk time playing sports. My mom is mad becawz I do that and sez I better git promoated to the thurd graid this yeer for shure. Or els she is gowing to maik me stop playing sports so much. I am strawng enuff to deck her if she gives me trubble. But is their sum uther way to handel the problum?
Joey, Sinsunnatta, Ohioh

Dear Joey,
Beating up your mother will only waste energy that can be put to better use on the playing field. Instead, why not try pointing out to her that Joe Namath, Jerry West and O. J. Simpson each make more money than the President of the United States? For the real clincher, mention casually that Wilt Chamberlain once built a $250,000 house for his mother.

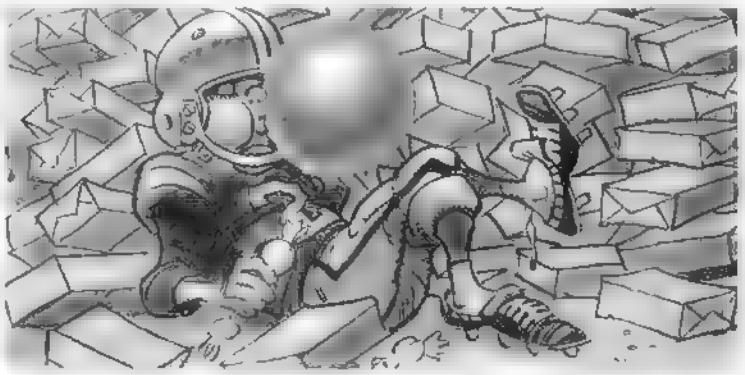
Dear Mangler,
My Pre-Teen League football coach keeps me warming the bench because he says I'm too light to be a first string lineman.

I KID You Not!

Random Ramblings And Assorted Brick-a-Brats!

by Rick Young

Golden Mittens Boxing Champ TERRENCE (KID) McANNANNANNY may be forced to give up his Atomweight Title, due to inability to make the 40-pound weight limit. McAnnannanny, who captured the crown as a five-year-old, will be 13 next month . . . Quarterback TWEETIE BOXFENDER is the latest Pop Warner League star to jump to the new Small World Football League. Boxfender's reported bonus for signing was $7,500 and a year's supply of Bubble Gum . . .



Hide-And-Go-Seek figures to be the next Young Sport to go big time. As wealthy promotor LAMAR S. LAMAR explains it to U.S.I.: "There are millions of talented kids playing the game all over the country, and nobody's paying to watch them. So I'm now selling franchises that will put a Pro Hide-And-Go-Seek League in operation by 1977". . . Coincidence Dept.: Pee-Wee Hockey's SEYMOUR (BOOM-BOOM) Le BLANC, who had his baby teeth knocked out last season in a brawl with the Montreal Petit Canadiens, has now had his permanent teeth knocked out in a brawl with the same team. . .

R'S MAILBOX

Can you suggest a training diet to help a growing boy put on a lot of weight fast?

Slim, Ogden, Utah

Dear Slim,
Large quantities of beer are often helpful in creating the bloat that adds pounds quickly. I'd recommend consuming at least a six-pack a day, along with plenty of macaroni and fudge. If your local liquor store won't sell beer to a minor, I'm sure that any conscientious coach will be glad to buy it for you.

Dear Mr. Expert,
In basketball practice, I'm able to hit from all over the floor. However, I'm small for my age. So once the game begins, the bigger opponents just reach up and bat my shots away. Does this mean I'll have to waste my career concentrating on defense, even though I'm a good shooter?

Short and Sad, Omaha, Neb.

Dear S & S.,
Certainly not. You just have to learn to jump when you release the ball. Once you can get high enough to knee an opposing guard in the groin, I guarantee you that he won't even think about reaching up to bat your shot away.

Dear Mangler,
Ever since I was in the Kindergarten League, I've known I have the killer instinct to become a big hockey star. But now I've got a prissy Sunday School teacher for a coach, and all he talks about is being a good sport, win or lose. I know this is a crock of you-know-what, but my folks won't let me cross the street alone to join a good, gutsy team in the next block. How can I keep up my morale?

Dear C. V.,
If God had meant for you to be a "good loser," He wouldn't have given you the skill to handle sports equipment. Or, to express it another way, coaches who get fractured skulls from being hit with hockey sticks have to step aside and turn the job over to somebody who can handle it. Get the picture, kid?

Hammerin' HANK AADNOYD, the 1974 batting champ of the El Paso Little League, has been recalled by his team's parent club, the Chicago White Booties. Hank's parents say they'll sell their home and quit their jobs in Texas to accompany the youth as he tries to capitalize on his big chance to break into the Minor's Majors . . . Disciplinary tactics employed by Football Coach ELBERT (BLOODY) HAYES are being investigated by Small Ten Conference officials. Hayes reportedly kicked a nine-year-old pass receiver 65 yards (against the wind) after the boy bobbled the ball on a recent key play . . .

Sore arm trouble has forced Former Pitching Great LEFTY GRMBOTCH to abandon hopes for a Juvenile League comeback. The washed-up 12-year-old now spends his days hanging around a neighborhood lemonade stand, cadging drinks and begging other patrons to listen to his baseball reminiscences... News of the latest triumph for Civil Rights: Promising Slugger WILLIE LEE JACKSON will be the first to break the color barrier in New York's 125th Street Junior Stickball League. Until Jackson volunteered, no white kid had ever mustered the nerve to try out in the Harlem loop . . .

The Juvenile Jockey Association may soon lower its minimum age limit from 7 to 4. Explains Association President EDDIE EMBARCADERO: "A four-year-old may not be quite big enough to race a Shetland pony, but he's just the right size to ride greyhounds at the dog track." . . . But don't get me wrong—I love the little creeps! See ya next month!

SPEND THIS SUMMER LEARNING TO BECOME A WINNER!

Only 8 Weeks at Brute Monohan's Sports Clinic Can Make You a Star!

Will you be among the millions of pre-teen boys who waste another school vacation without improving their athletic skills? Or will you be one of the select few in training at **BRUTE MONOHAN'S SPORTS CLINIC** for a bright future of cushy college scholarships, fat pro contracts and all the broads you can handle?

Learn the **EASY ROAD TO SPORTS STARDOM** this summer under the guidance of Former All-Pro Brute Monohan (Decatur Staleys, 1921), and his equally famous staff of retired jocks.

Just check out these vital subjects to be taught at this year's clinic:

- HANDLING YOUR COACH
- OUTWITTING THE REFEREE
- TERRORIZING YOUR TEACHERS

MAIL THE ATTACHED COUPON NOW, AND TAKE THE FIRST STEP TOWARD A SUCCESSFUL CAREER IN THE ONLY PROFESSION THAT NEVER REQUIRES YOU TO GO TO WORK!

BRUTE MONOHAN'S SPORTS CLINIC FOR BOYS
MESQUITE, NEVADA

Dear Brute and his Famous, Wealthy Staff:

I sure welcome this chance to spend my time and my parents' money learning all I need to know for a lifetime of stardom in sports.

Please enroll me and accept my tuition under the following payment plan: (check one)

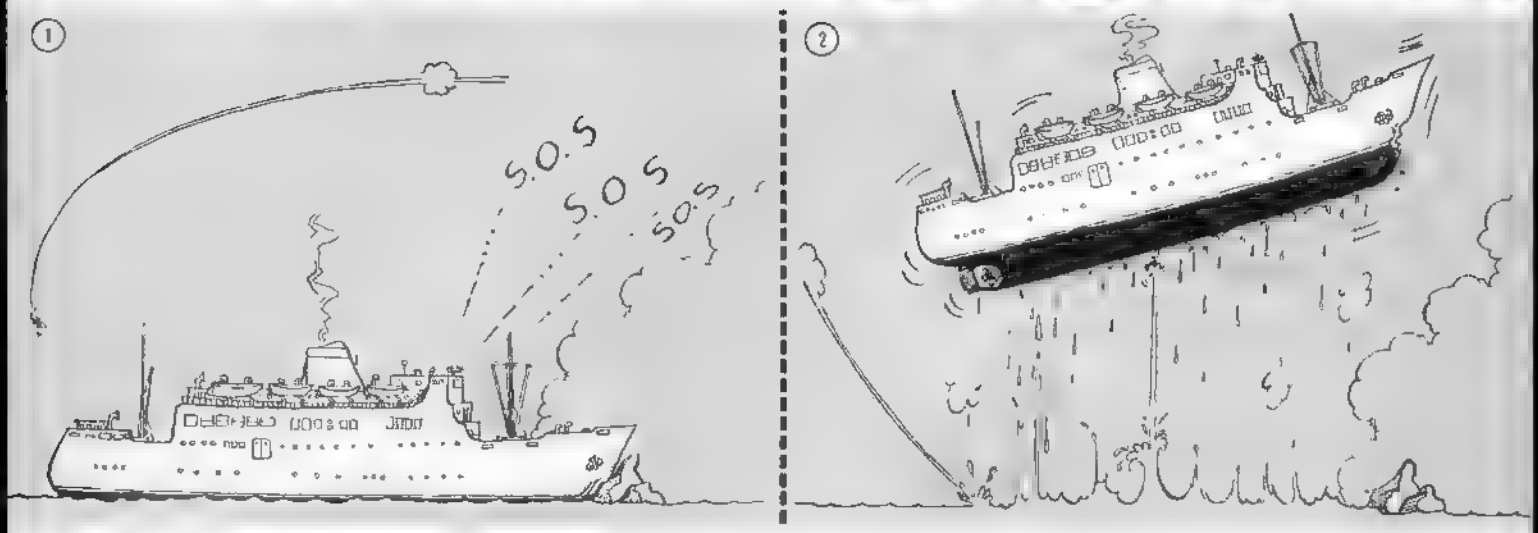
☐ **PLAN A**—My father's check for $950 is enclosed.
☐ **PLAN B**—My father's wallet and all I found in it is enclosed
☐ **PLAN C**—I'll also take your $200 Home Body Building Course, and then force my father to write a check for the full $1,150.

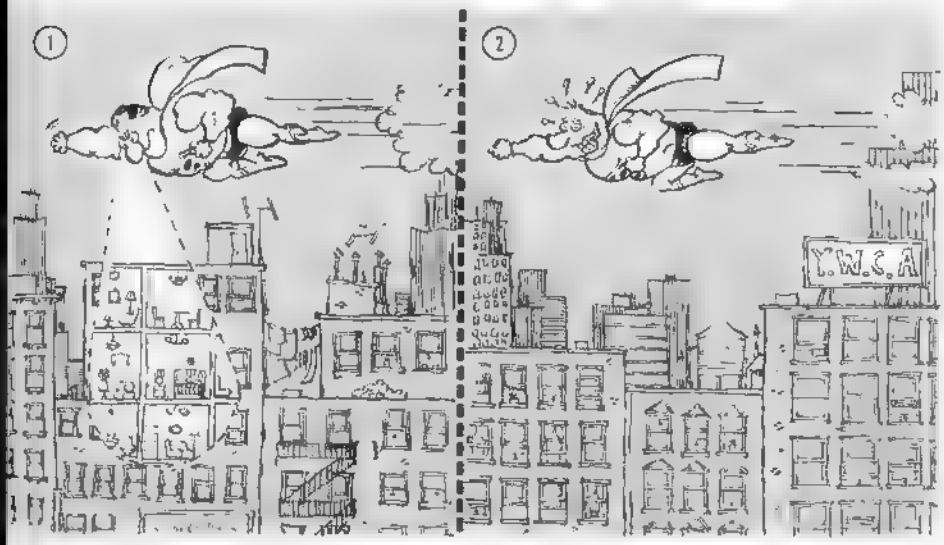
NAME _____
ADDRESS _____
CITY _____
STATE _____
AGE _____

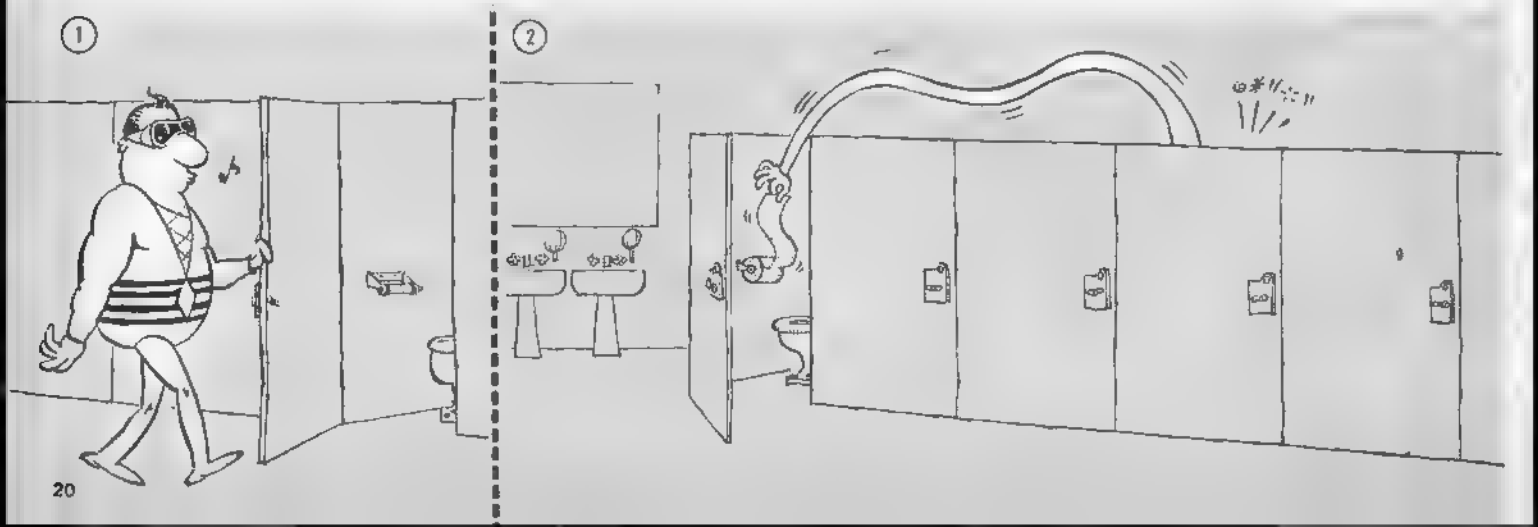
(Must be over 6 and under 12, unless you have money now!)

COMIC SHNOOK'S DEPT.

A MAD LOOK AT SUPE

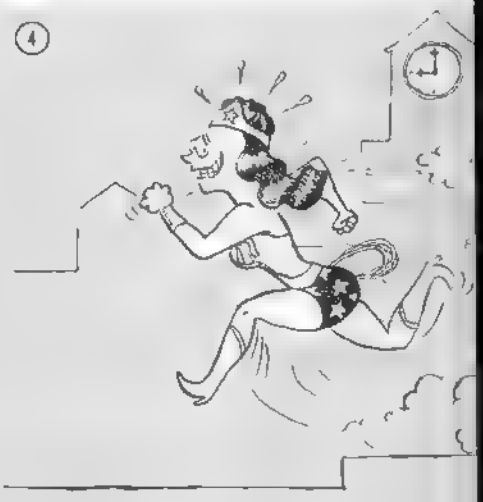




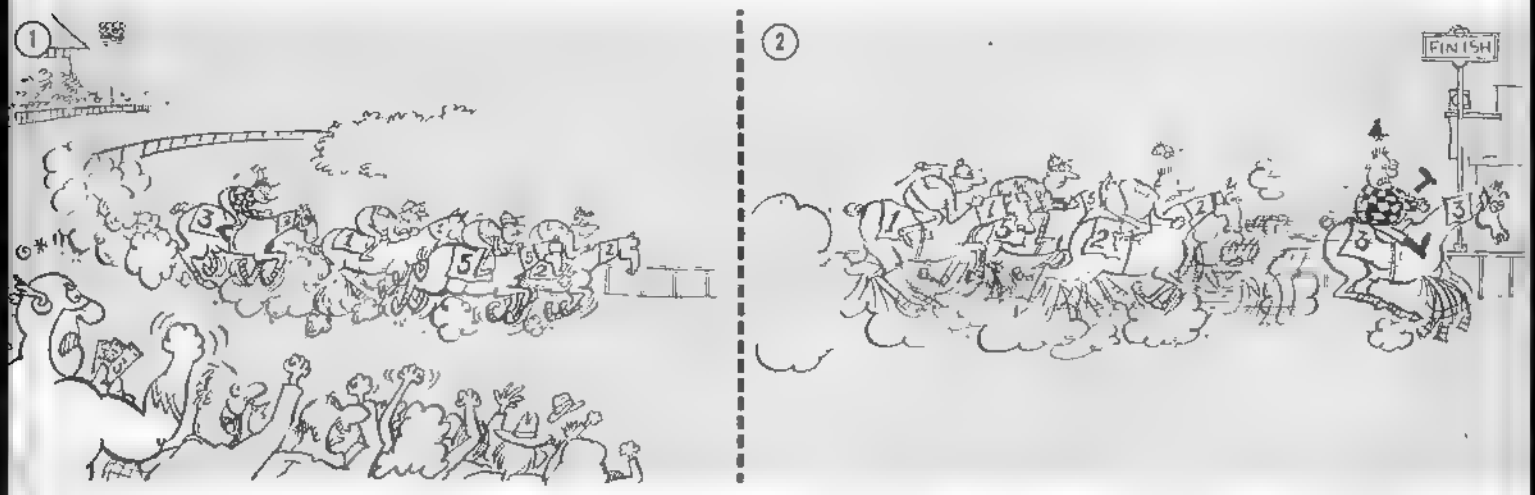


R HEROES

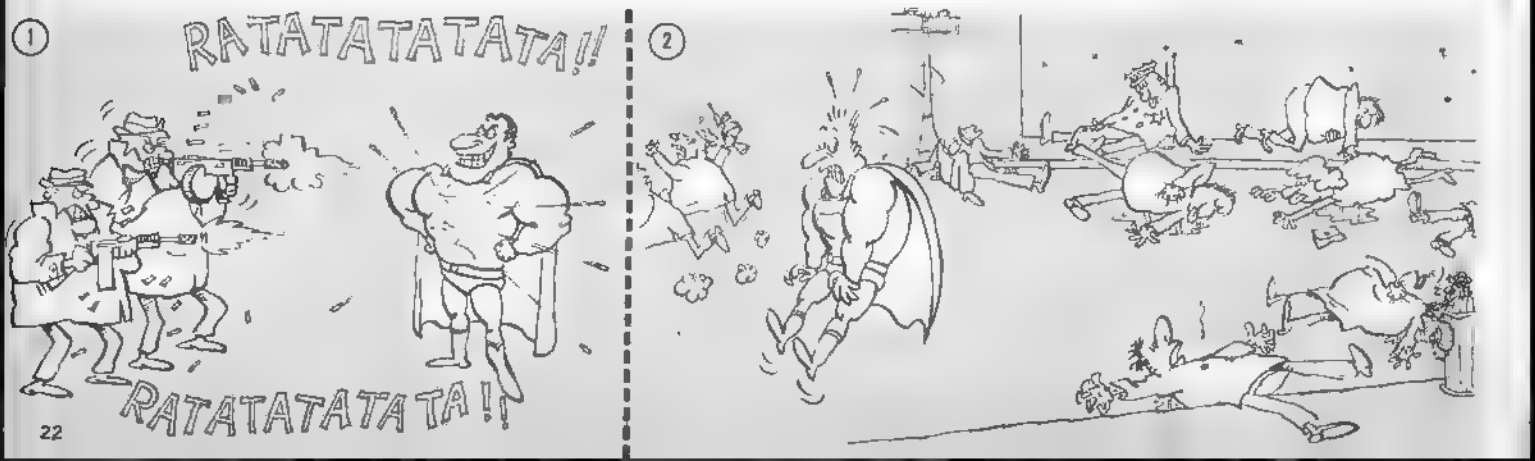
ARTIST & WRITER: SERGIO ARAGONES



1
HIC!
2
HIC!
3
SHAZ...HIC!
4
BOOM


1
2
FINISH

1
HELP!!
2
HELP!!
3

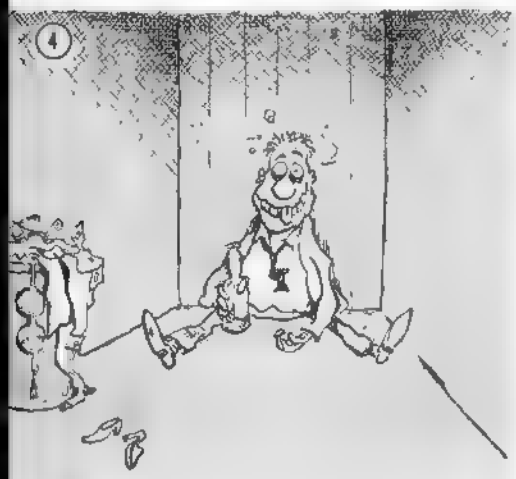

1
RATATATATATA!!
RATATATATATA!!
2

5

1
"HELP!"

3

2
FOOM!


4

3
HELP!

1
HELP!!

2

ERR APPARENT DEPT.

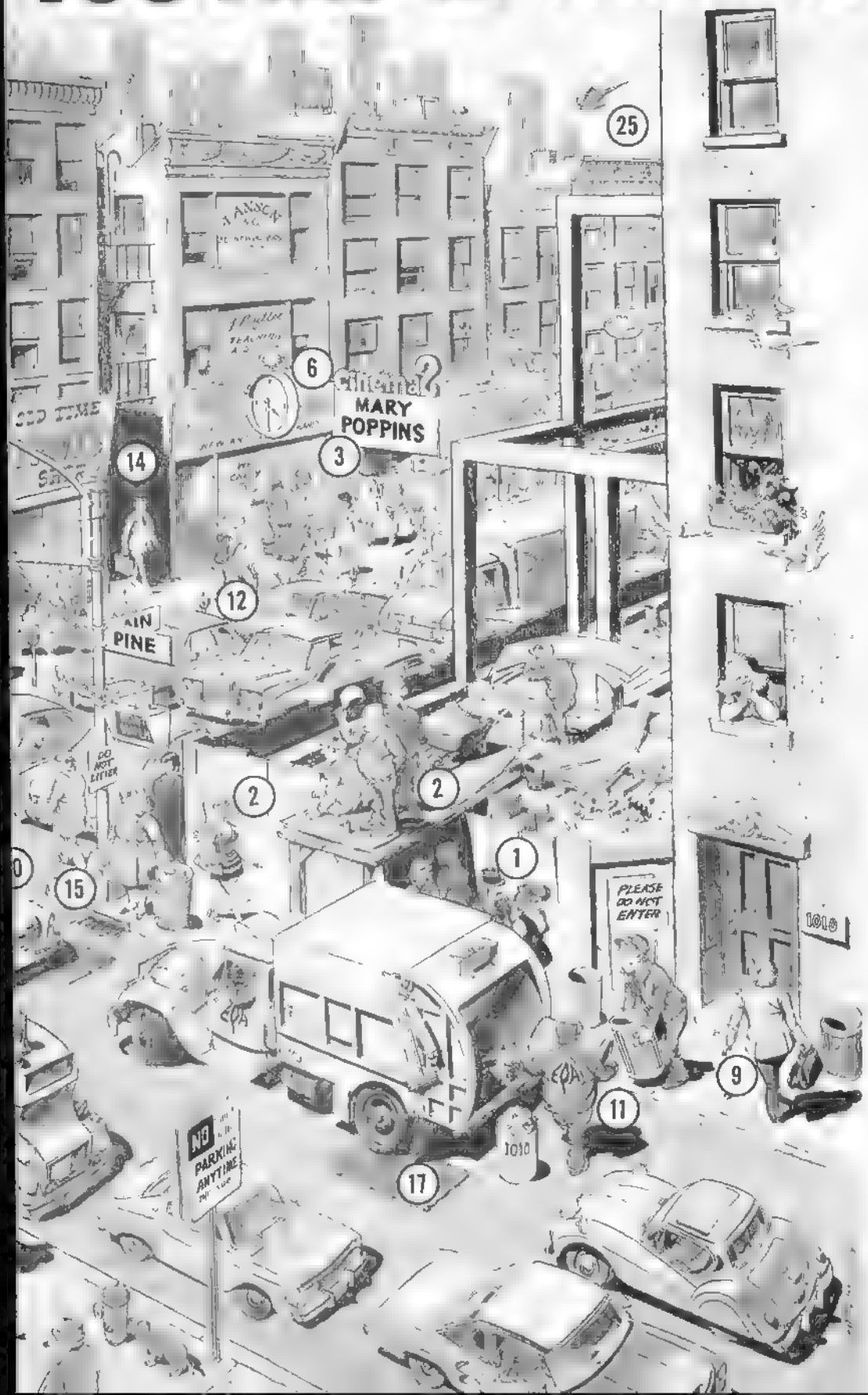
Recently, we asked one of our idiot artists to do a drawing of a modern city. Unfortunately, he didn't do a very good

HOW MANY MISTAKES CAN

job. In fact, he made a lot of mistakes...25 in all! And now, it's up to you to find them. Which is why we're asking

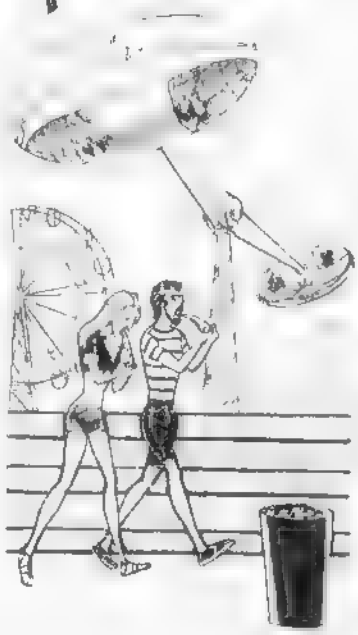
ARTIST: GEORGE WOODBRIDGE
WRITER: FRANK JACOBS

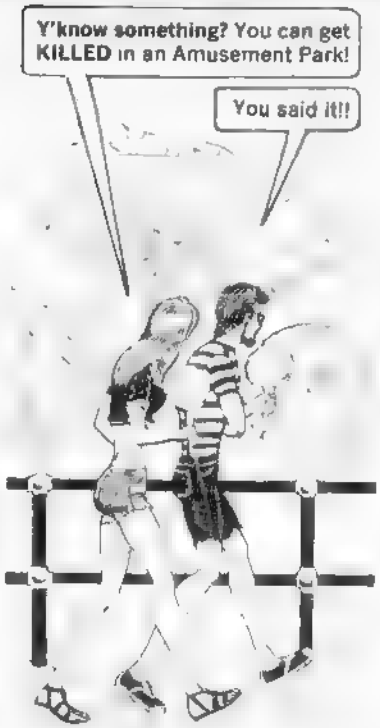
YOU FIND IN THIS PICTURE?



ANSWERS

1. The fence surrounding the construction site is free of posters.
2. The blonde passing by is being greeted politely by the construction workers.
3. The movie theater is showing a G film.
4. The people in the office building are all working.
5. The store with the "Going Out Of Business" sign is going out of business.
6. The clocks on the two buildings both show the same, correct time.
7. The phones in the three public phone booths are all in working order.
8. The store-owner is washing down his sidewalk.
9. The doctor is making a house call.
10. The TV repairman is leaving without having to take the set to the shop.
11. The garbagemen are setting the cans down carefully and quietly.
12. All the cars are single parked.
13. The collie's mess on the sidewalk is being cleaned up by its owner.
14. The man is walking through the dark alley without getting mugged.
15. The lady is dropping her empty cigarette pack into the litter basket.
16. The policeman is chatting amiably with the long-haired adolescent.
17. The potholes have all been filled.
18. The Buick has stopped at the crosswalk path for the pedestrian.
19. The cyclist is going in the right direction on the one-way street.
20. The taxi cab at the intersection is cheerfully giving the right-of-way to the Maverick.
21. The pedestrian is crossing the street while the sign says "Walk".
22. The motorcyclist is quietly idling his engine at the traffic light.
23. The driver of the Pinto has found a parking space directly in front of the store where she intends to shop.
24. The bus driver is holding the bus and waiting for the running man.
25. The sky is free of smog.

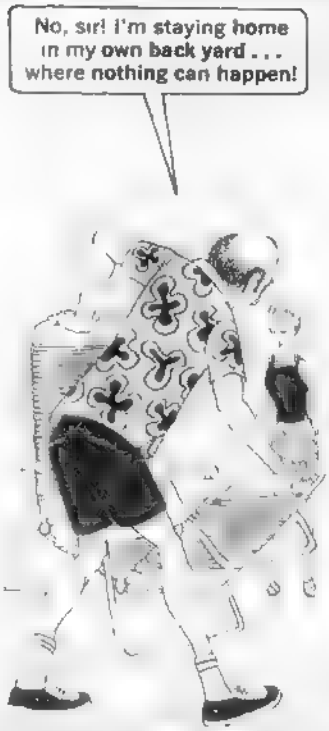


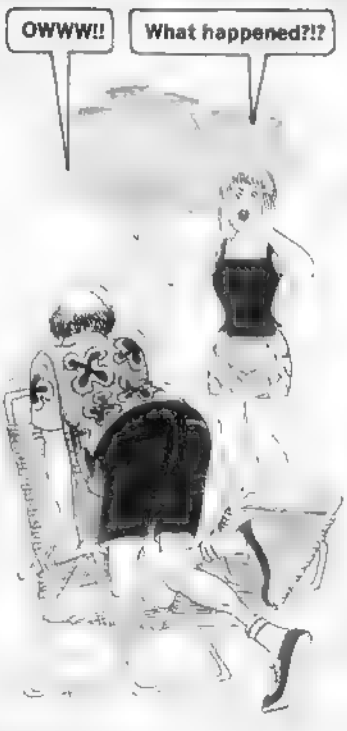


BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF... SUMM

ARTIST & WRITER: DAVE BERG





Are you CRAZY?!? You can't go out on the beach wearing that skimpy Bikini! It's . . . it's downright DANGEROUS!!
What's the danger? That I'll be exposed to the sun? I'm already tan! That it might fall off? These straps are a lot stronger than you think!
What COULD happen is . . . you'll attract the attention of a lot of big, handsome, brawny guys who'll get ideas like trying to muscle in!
And THAT's the danger!!
Let's Boogie

er Hazards

What happened to you?
I got Poison Ivory!
You mean Poison IVY—a harmful vine of the Sumac family! Each leaf is made up of three leaflets, notched at the edges and covered with an oil resembling carbolic acid which, when touched, can be extremly irritating to the skin!
Boy, as your Counselor, I ought to be furious! Didn't you ever listen to my Nature Study talks!
Not very much, I guess!
I'LL say! Where did you GET this Poison Ivy?!?
Right there . . where you're STANDING!

What IS this? Every time we go to a movie theater, it's one disaster after another!

In "The Poseidon Adventure," a ship turns upside down! In the "Airport" series, a couple of jumbo jets get into serious trouble! In "Earthquake," all of California breaks up

. . . and tonight, because it's so unbearably hot, we go to a movie to cool off! So what happens? ANOTHER disaster!!

Yeah . . .

The Air Conditioner conks out!

When it's hot like this, I sweat! And when I sweat . well, frankly, I STINK!

So I'm dousing myself with plenty of after-shave lotion, under-arm deodorant and body powder . . . because I got one heavy date with a chick . . .

Hi, Babe!

Hi! Uh—say! What's that you've got on?!

It STINKS!!

Boy, I can't wait till we get to the hotel! I'm gonna play Handball and Volleyball and jog every morning and swim out to the lighthouse every afternoon and play Tennis every day and

Oh, no you're not! For eleven months, you've been living a sedentary life behind a desk! You think you're suddenly going to get active on a vacation?!? That's how middle aged men like you have heart attacks! Remember how Irv Ginko dropped dead on a Tennis court on his vacation?!?

Oh, yeah! That's right! Hey, that's scary! I'm glad you reminded me!

Okay . . . I'll cut out the Tennis . . . ! !

With the economic situation the way it is, we're going to have to economize! This Summer, we'll just have to give up going someplace on our Vacation!
Good idea! We'll save a lot of money that way! And as long as we're not going anywhere, we could still enjoy our Vacation by putting a POOL into our back yard . . and getting some new LAWN FURNITURE with the money we save! What do you think . . . ?
I think maybe we'd better go someplace on our Vacation this year—and ECONOMIZE!!
Drat! I haven't been able to get a minute's sleep tonight! There's one pesty fly that's buggin' the Hell out of me! I gotta get that dirty #$%¢&!
SWAT!
SWAT!
CRASH!
I GOT him!! I DESTROYED him . . . ! !
That's great! You ALSO destroyed your bed!!
Yeah, but at least NOW I can get some sleep!!
Darn these insects!! If we could only find a way to get rid of mosquitoes . . . !
SLAP!
This is the age of technology . . . and the spray insecticide! So, your wish is my command!
SCRATCH SCRATCH
SPRAY!
That's . choke . . . great!! Now, if we can only find a way to get rid of . . gagg . . . aerosol cans!!

What's with you . . . ?

Boy, am I in terrible pain!

Oh . . . ? From what?!?

If you MUST know, I went to the NUDE BEACH today!

You DID?!? *Hmmph!* It serves you right! You probably got sunburned in places you ordinarily wouldn't get sunburned!

It's not that at all! My NECK is stiff!

I got it by LOOKING . . . while trying NOT to look like I WAS looking!!

Keep walking! You were complaining that the boys never notice you!

But I feel like an ass walking around a pool fully dressed!

HEY! LOOK AT PATSY! LET'S PUSH HER IN!!

SPLASH!

NOW look what happened to me! This was some stupid idea!!

Well, you can't say they didn't notice you!!

I almost didn't make it down here to the beach! I had trouble getting up enough bread to buy the gas! Boy, gas prices are really high because of the oil shortage!

WHAT oil shortage?!

Are you KIDDING?!? Since the Arabs pulled their boycott, the world has gone into a deep Depression! And it's all due to a shortage of oil!

There is NO OIL SHORTAGE!!

There's PLENTY of it right here in the surf!!

ONE BEAUTIFUL EVENING LAST MAY

IT AIN'T FAIR WHEN...

. . . you've got a good-looking Mother . . .

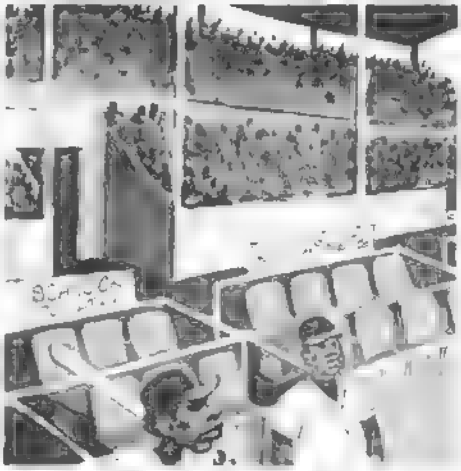
. . . and you inherit your Father's looks.

IT AIN'T FAI

. . . you carefully watch everything you eat, and you still put on weight . . .

IT AIN'T FAIR WHEN...

. . . you go to a ball game, and the only seats available are way up in Heaven . . .



. . . and there are hundreds of terrific seats, all empty, because they're sold to rich companies for the entire season.

SOUR GRIPES DEPT.

IT AI FA WH

ARTIST: JACK RICKARD

IT AIN'T FAIR WHEN...

. . . some dumb jock gets three hundred scholarship offers to go to college . . .

. . . and the class egghead—who comes from a poor family—doesn't get one.

IT AIN'T FAI

. . . you're a liberal who thought it was okay for girls to play in Little League

R WHEN...

. . . and your skinny friend eats everything in sight and never gains an ounce.

IT AIN'T FAIR WHEN...

. . . some incompetent teacher gives you grades that go on your record forever . . .

. . . but nobody grades the teacher's work.

N'T IR EN...

WRITE: LOU SILVERSTONE

IT AIN'T FAIR WHEN...

. . . you have to be over 18 to get in to see an R-rated or an X-rated movie . . .

. . . but if you're over 12 and not yet 18, you still have to pay "Adult" prices to see those crummy G and PG kids' movies!

R WHEN...

. . . and some redhead beats you out so you spend most of the time warming the bench.

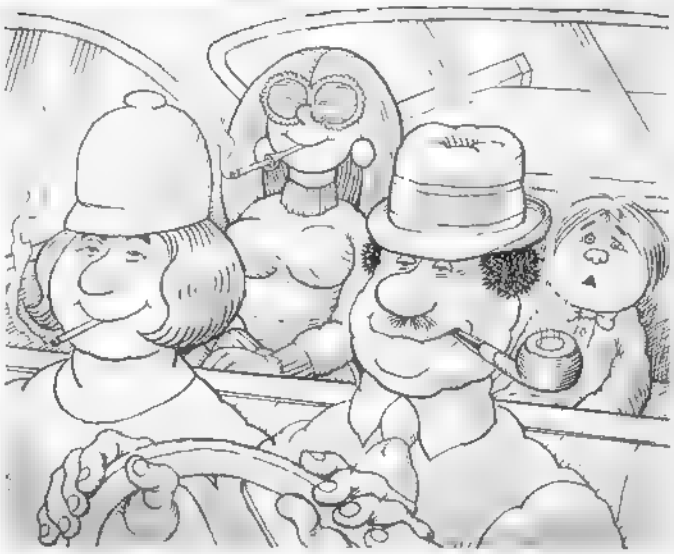
IT AIN'T FAIR WHEN...

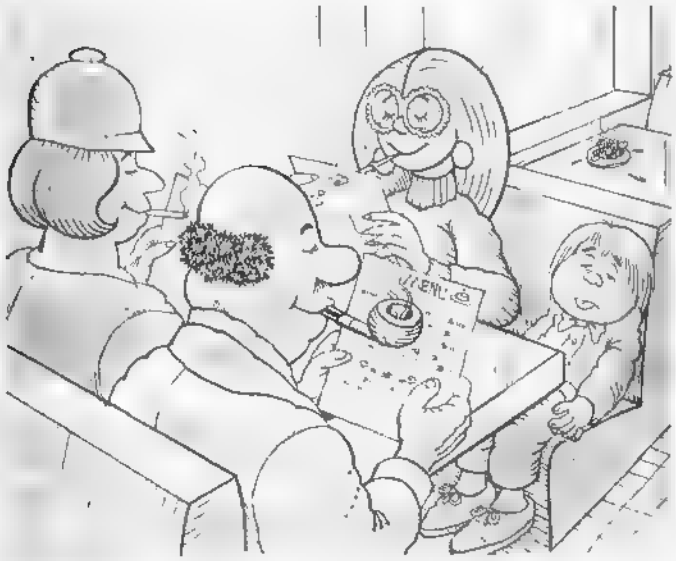
. . . they're single and available, all the guys in your office ignore you . . .

. . . but as soon as they're married and unavailable, they suddenly discover you.

THE PROBLEM

A SHORT ACCOUNT OF A NON-SMOKER'S DILEMMA





WHERE THERE'S SMOKE, THERE'S IRE DEPT.

Today, a silent war is raging (And sometimes, it's not so silent!) between "Smokers" and "Non-Smokers." Smokers are strong-willed and determined, insisting upon their God-given right to kill themselves. And Non-Smokers are equally strong-willed and determined, insisting upon their God-given right to breathe fresh air instead of that murderous Smokers' smoke. All kinds of solutions have been tried, such as "No-Smoking" sections in theaters, trains and planes, but with little success. (Like, how are you going to keep the smoke in the "Smoking Section" from wafting over to the "No Smoking" section?) And there are countless other places where Non-Smokers don't even have this minimal protection, such as offices, restaurants and even private homes. However, MAD feels that, with a little cooperation from both our Smokers and our Non-Smokers, the war between them can be happily ended . . . mainly by the use of these

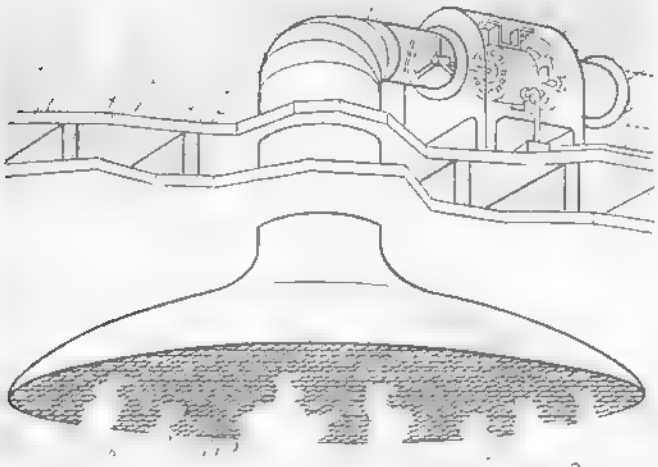
MAD DEVICES DESIGNED TO SOLVE OUR SMOKER VS. NON-SMOKER PROBLEMS

ARTIST & WRITER: AL JAFFEE

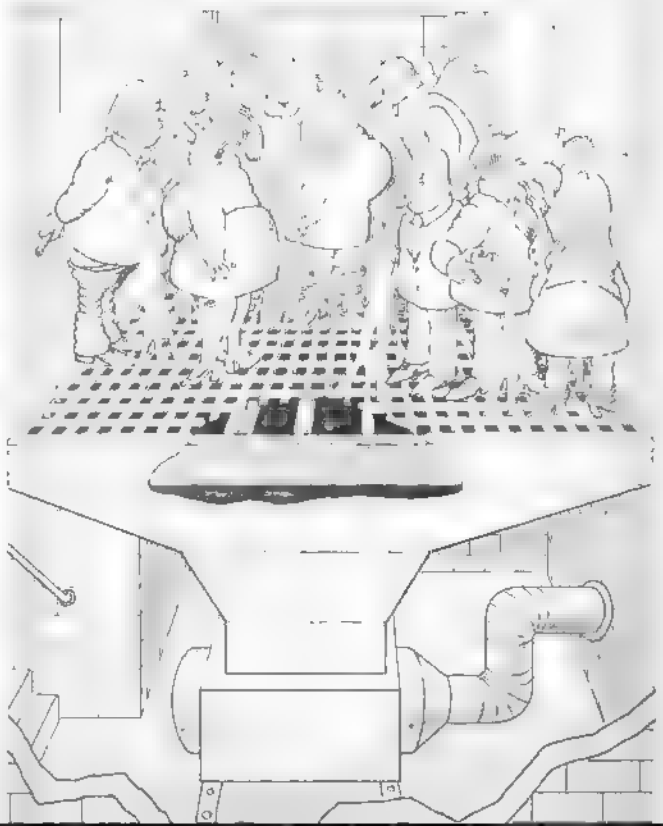
MAD'S SMOKE-FILLED, CROWDED ROOM DEVICES

The smoke-filled, crowded room presents a special problem that the ordinary, simple filtering device cannot handle conveniently or dependably Here, then, are two sure-fire solutions that can take the smoke headache out of hosting.

THE GIGANTIC CEILING GRID & ATTIC BLOWER EXHAUST SYSTEM

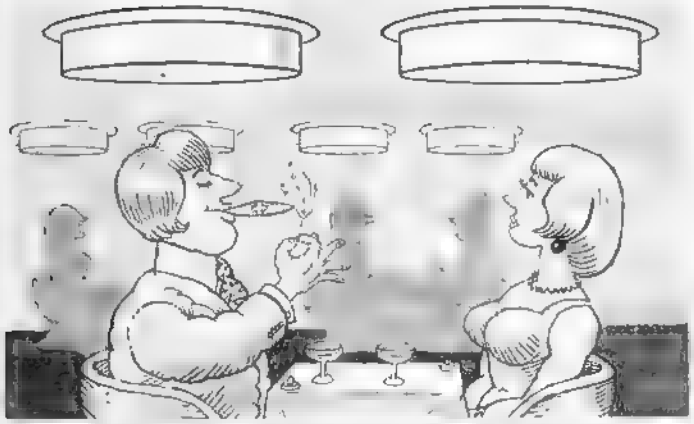


THE GIGANTIC FLOOR GRID AND CELLAR BLOWER EXHAUST SYSTEM



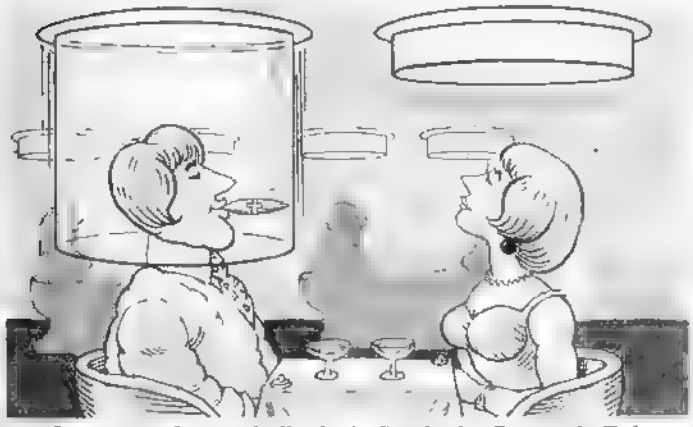
MAD'S PUBLIC AND PRIVATE GROUP SMOKE

THE RESTAURANT SMOKER'S PERSONAL EXHAUST SYSTEM

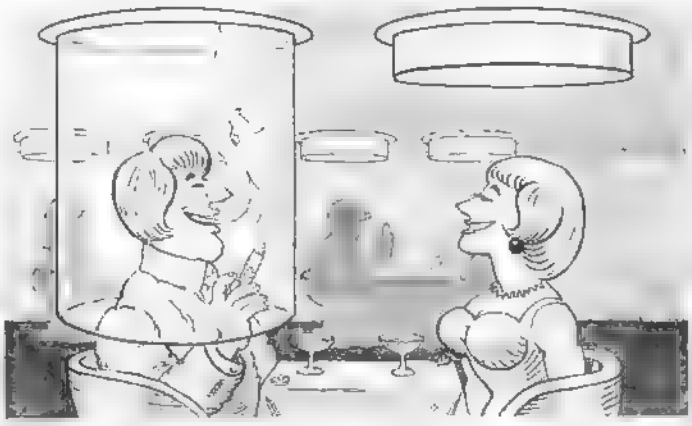


After a hearty meal, the restaurant diner lights up, much to the dismay of his date, who is a non-smoker, and pales with the anticipation of inhaling nauseating cigar smoke.

But unknown to her, restaurant has considerately installed a Smoker's Personal Exhaust System, which the smoker puts into operation by pressing button at his corner of table.



Button activates individual Smoker's Personal Exhaust System, which lowers large plexiglass tube over diner.



Once tube is in place, powerful exhaust fan removes all the offensive smoke, and diners continue to have pleasant time.

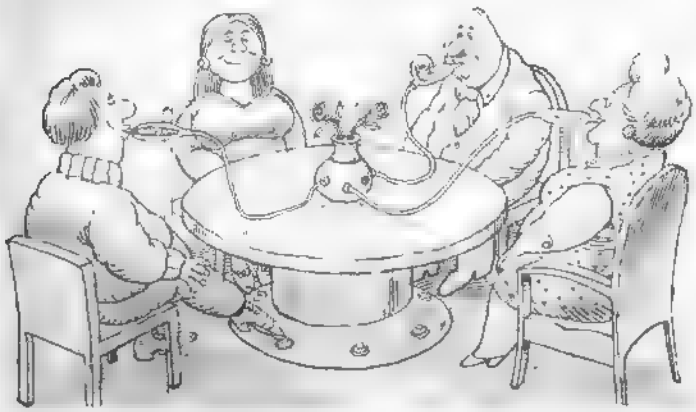
THEATER, PLANE, TRAIN, BUS, ETC. EXHAUST MASKS

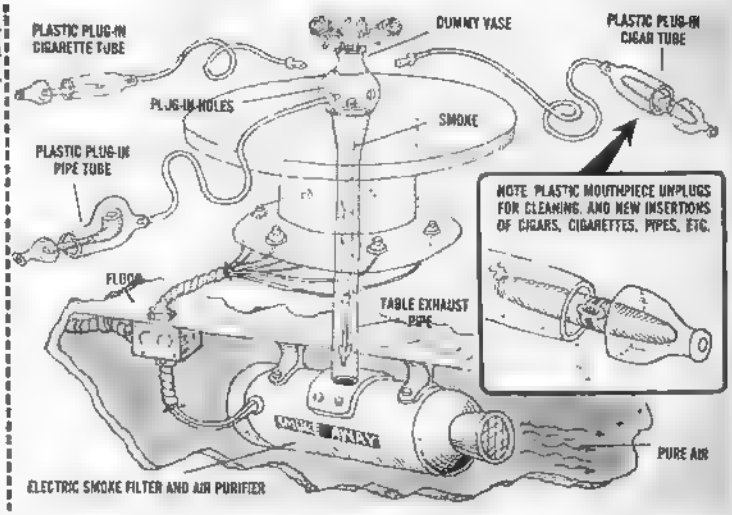
Any situation with crowded, fixed seats can be adapted to this 100% effective Smoke Control System. It eliminates impractical "Smoking" and "No Smoking" sections, and the splitting up of smoker—non-smoker friends and relatives.

FILTERING AND EXHAUST SYSTEM DEVICES

DECORATIVE SMOKE-EXHAUSTING DINING TABLE VASE

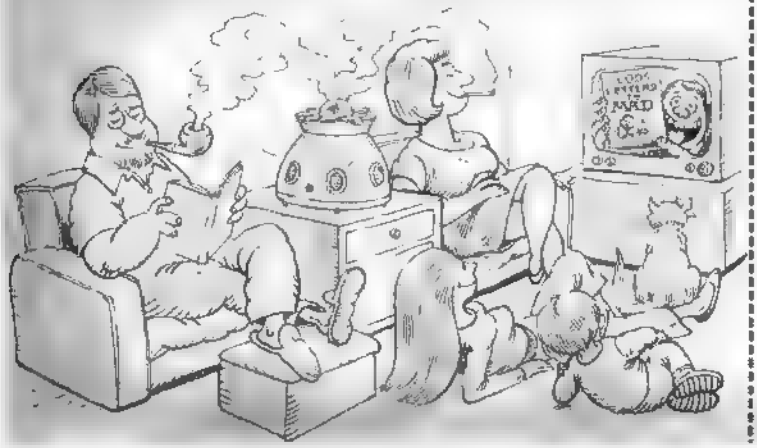
Individual, sterilized mouthpieces and tubes are supplied by host. Each one is plugged into the vase, where a powerful exhaust system removes the smoke to the utter delight of non-smokers at the table.

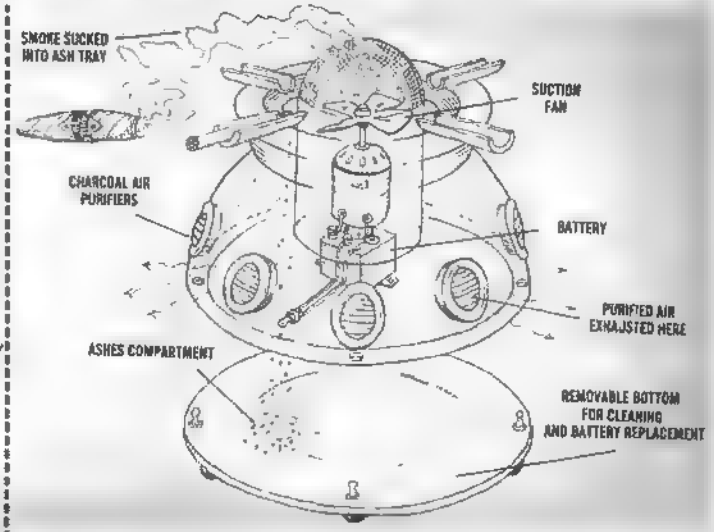




COMPLETELY SELF-CONTAINED ASHTRAY FILTER SYSTEM

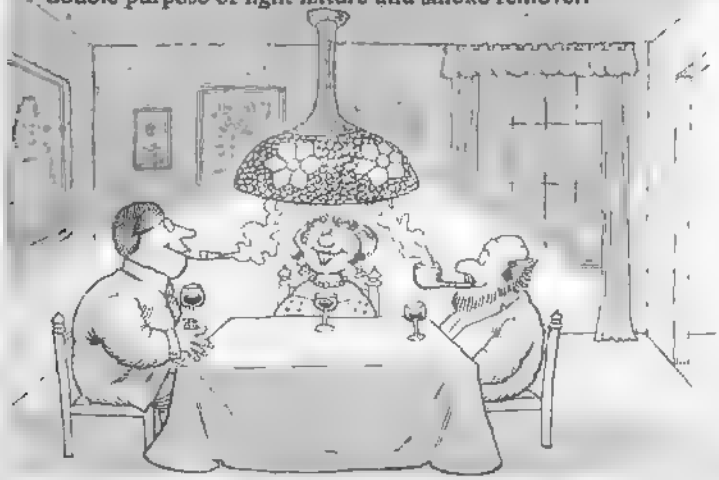
This compact and effective device runs on batteries or house current, and will draw smoke from as far as twenty feet away. Can also be used as ordinary air-cleaner for pollen dust, etc.

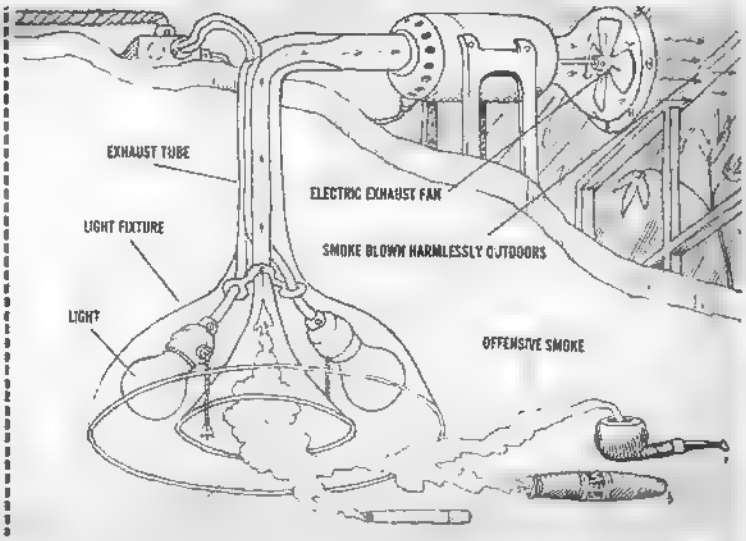




UTILITARIAN SMOKE-EXHAUSTING CHANDELIER SYSTEM

This attractive and unobtrusive device serves the double purpose of light fixture and smoke remover.



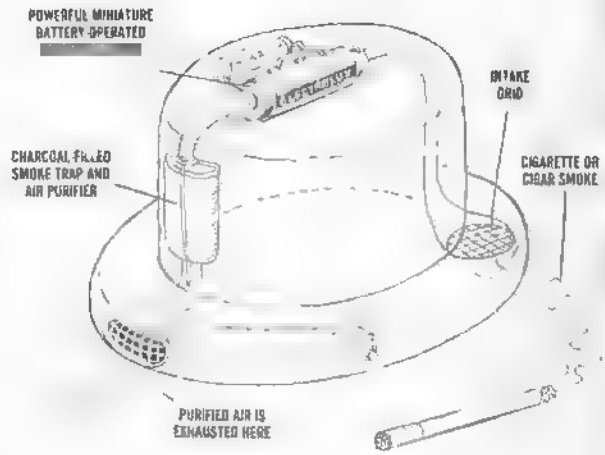


PERSONAL DEVICES FOR INDIVIDUAL SMOKERS

SMOKER'S AIR PURIFYING AND SMOKE FILTERING HAT

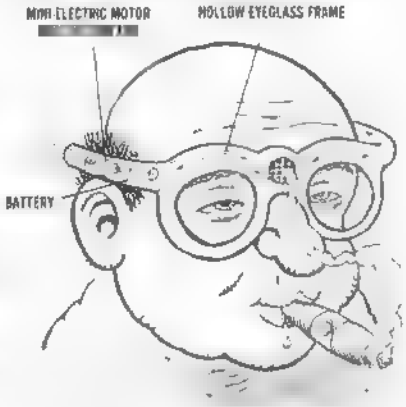
Upon meeting non-smoking friend, the smoker considerately presses a button on what appears to be a plain straw (or other style) hat.

Suddenly, all smoke emanating from the smoker's cigarette or cigar miraculously disappears almost as fast as it is made.



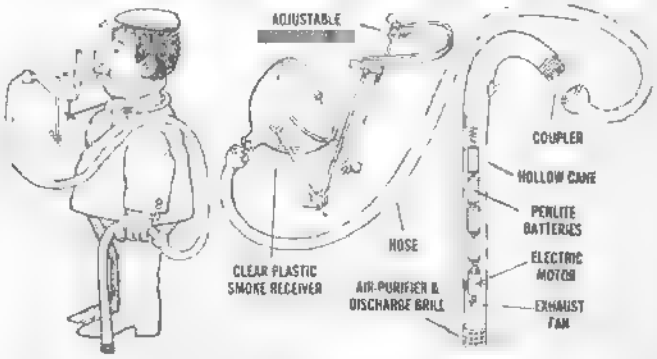
SMOKER'S DUMMY EYEGLASS SMOKE EXHAUSTING DEVICE

Smoke is drawn directly into grill located on eyeglass nose bridge piece, and then blown inoffensively through earpieces toward the rear and away from the non-smoker.



SMOKER'S PERSONAL MASK & CANE FILTERING DEVICE

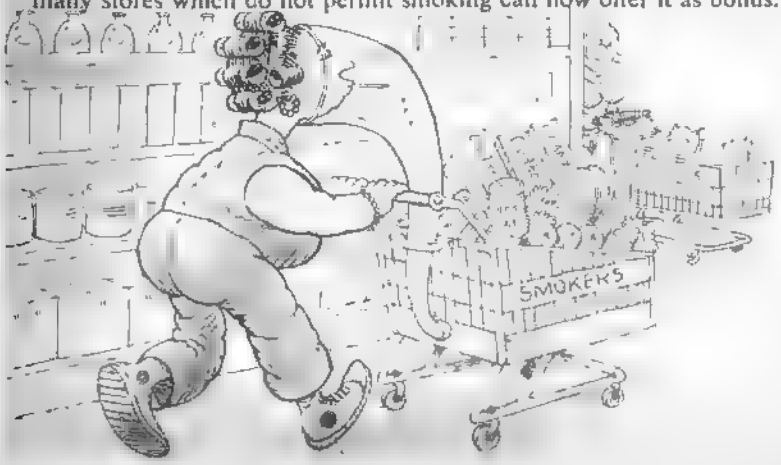
Clear mask is supported by adjustable shoulder brace. Powerful mini-motor pulls smoke into mask, through a filter, and sends clean air out grill at base of cane.

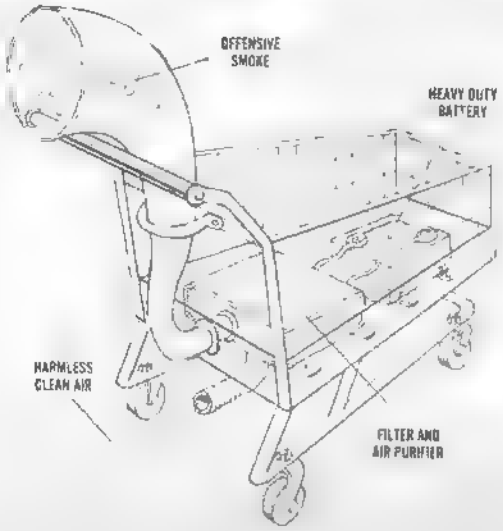


This principle can also be adapted for use with umbrellas, swagger sticks, crutches, stilts and other walking devices.

SMOKER'S SHOPPING CART SMOKE FILTERING SYSTEM

Shoppers can blithely and happily push these carts around without fear of stinking up entire store. Also reduces fire hazard so that many stores which do not permit smoking can now offer it as bonus.

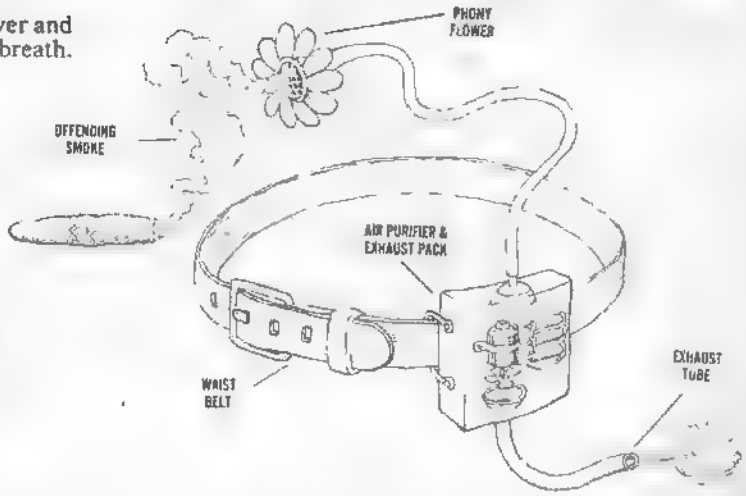




SELF-PROTECTIVE DEVICES FOR NON-SMOKERS

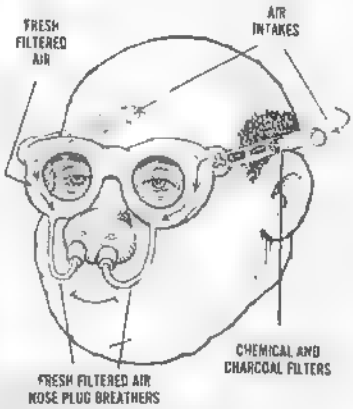
NON-SMOKER'S LAPEL FLOWER REAR SMOKE DISSIPATOR

Powerful mini-blower pulls smelly smoke into dummy flower and sends it harmlessly out rear. Also effective against bad breath.



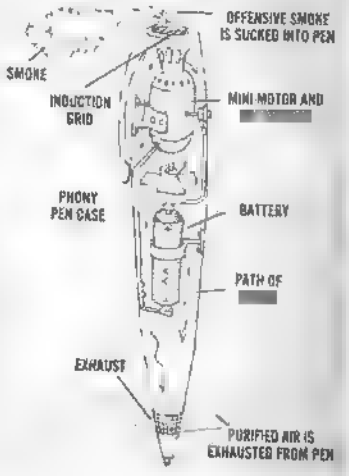
NON-SMOKER'S REAR INTAKE EYEGLASS AIR PURIFIER

Smoke being blown into non-smoker's face does not bother him because he breathes pure air taken from behind him.



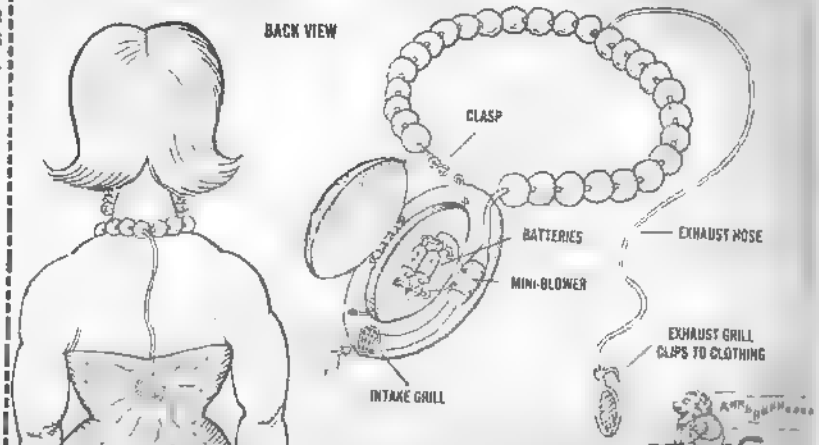
NON-SMOKER'S FOUNTAIN PEN SMOKE SUCTION FILTER

A marvel of miniaturization, this pen is a complete smoke filtering and air purifying plant and is carried easily.



NON-SMOKER'S DECORATIVE BROOCH SMOKE EXHAUSTER

Attractive and easy to wear, smoke is drawn into brooch and pumped through hose to grill at wearer's back. This takes smoke (and breath) away from non-smoker's face.



This principle can also be adapted for use with tie clasps, bracelets, watches, earrings, finger rings and other items.

Jaffee

SHOE BIZ DEPT.

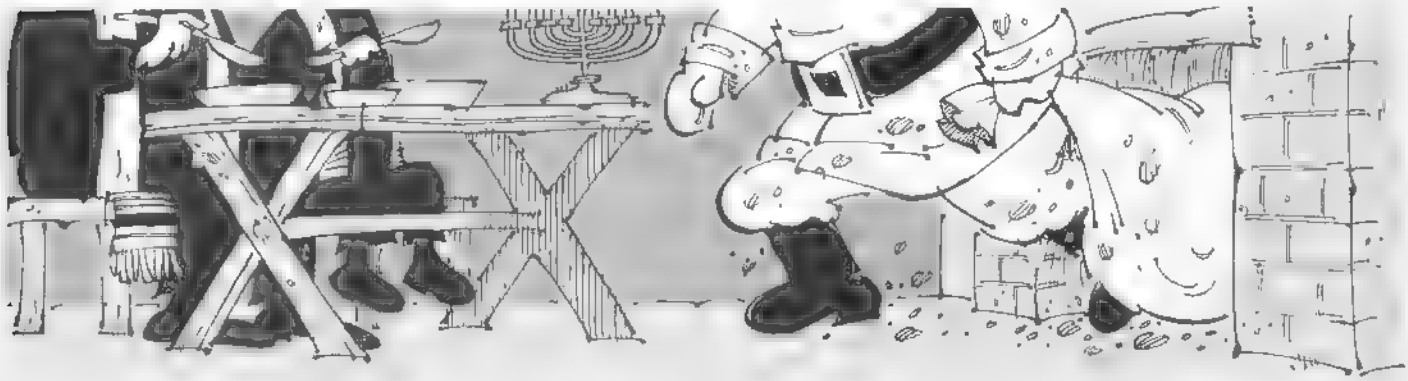
FOOTNOTES*

ARTIST: PAUL COKER, JR.

*"Looks like we're gonna have applesauce for dessert again, eh, Pop?"

*"Okay, here goes the first one! I wish you'd get your big feet off me!"

*"Oedipus...will you stop bothering Mama!?!"

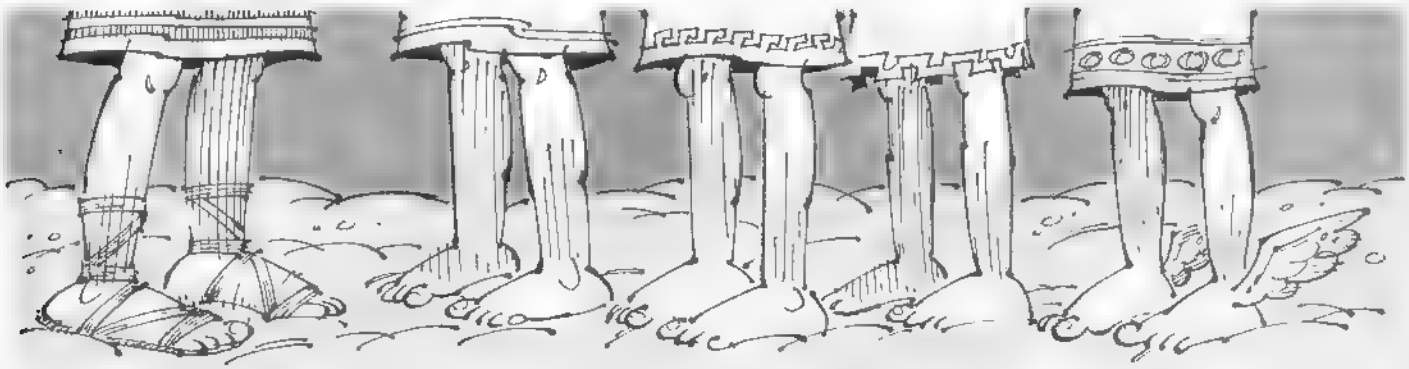


*"Hoo-boy! Have you got the wrong chimney, Mr. Santa Claus!"

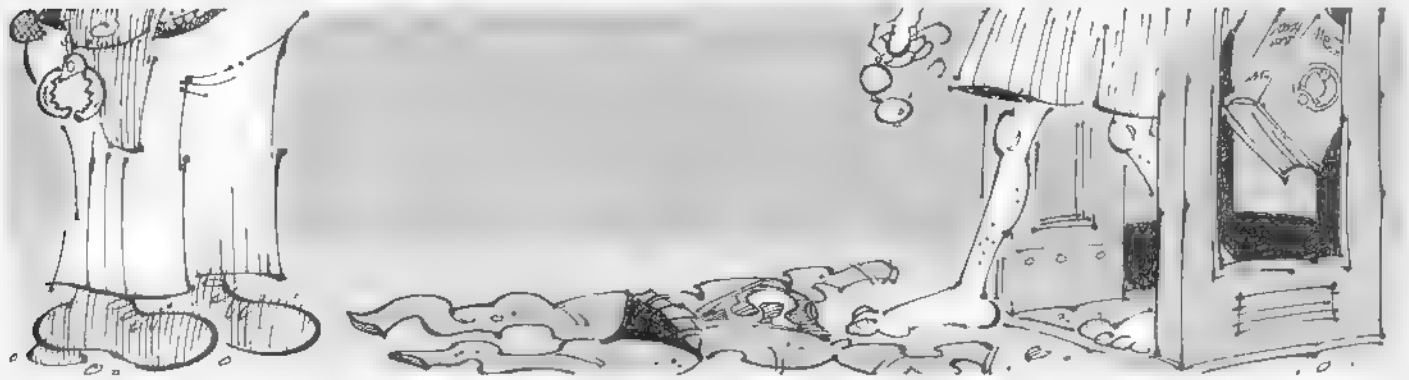
TO FOLKLORE

WRITER: PAUL PETER PORGES

*"Sorry...but I never kiss on a first date!"

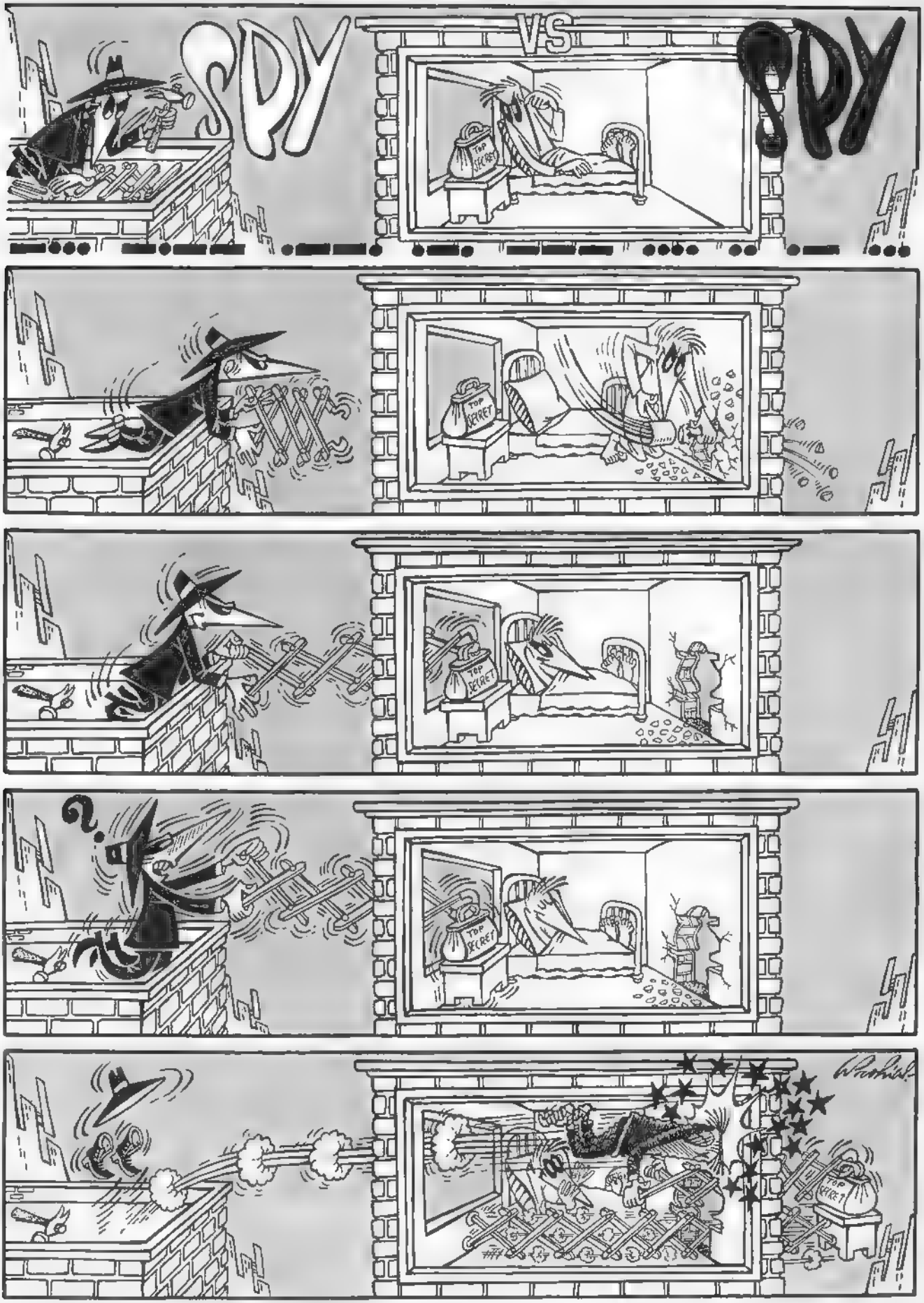


*"Jupiter wants one volunteer to deliver a message! Who's it gonna be?"



*"...disrobing in a public place...and resisting arrest!"

*"Okay, Atlas, if you're holding up the Earth, what are you standing on?"

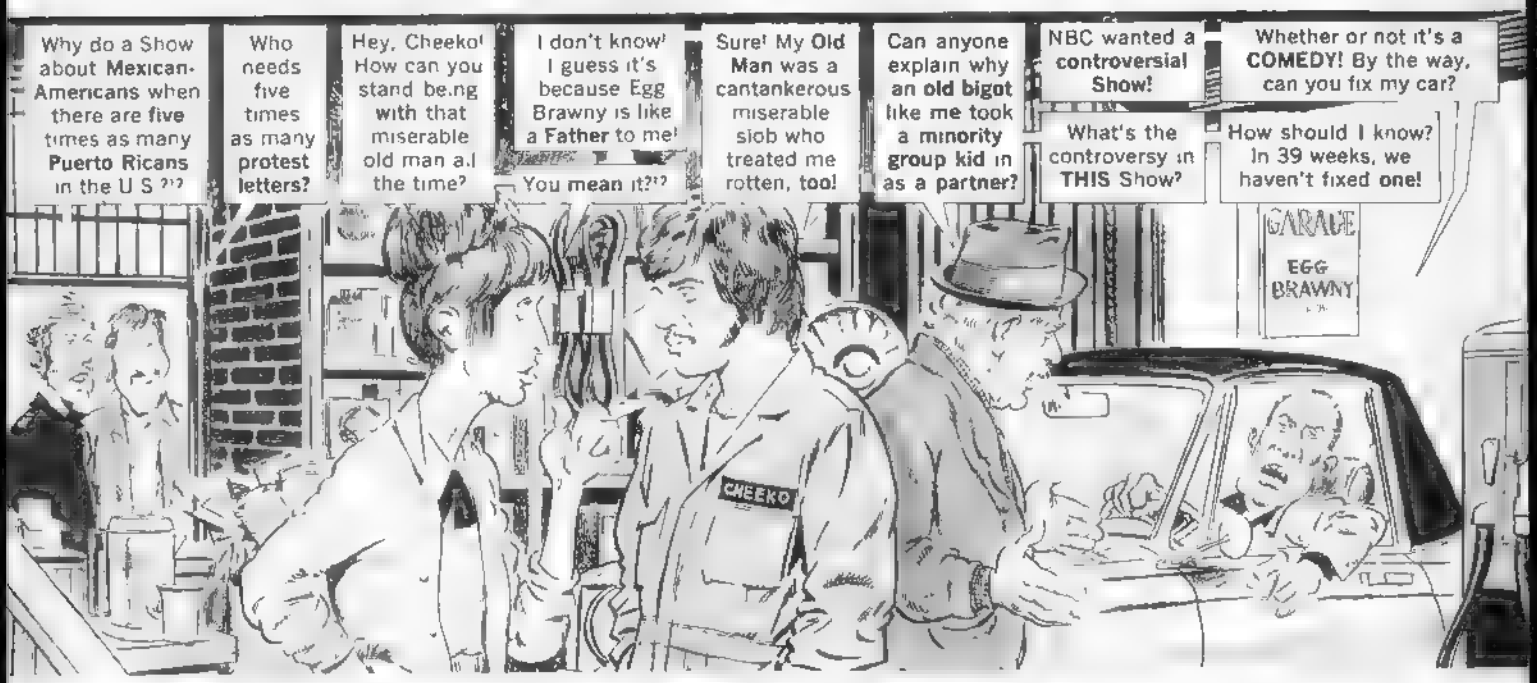

SPY
VS
SPY
TOP SECRET
TOP SECRET
TOP SECRET
TOP SECRET
TOP SECRET

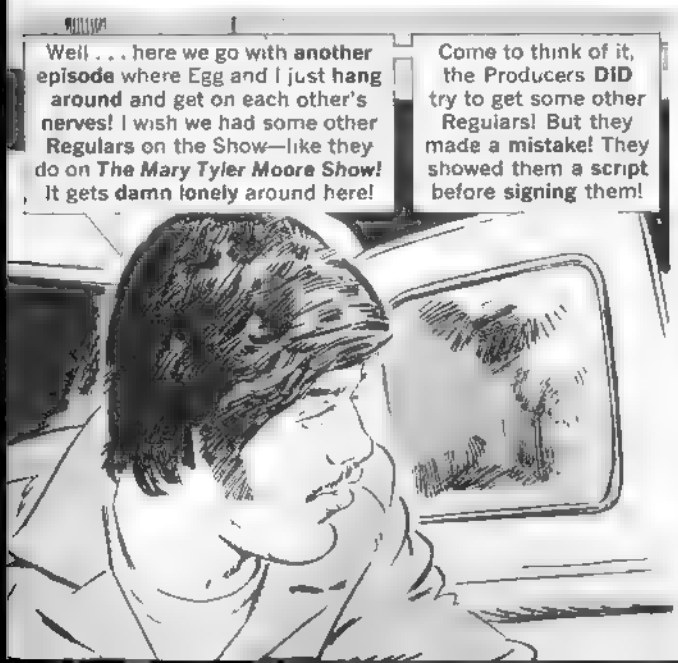
IMPAIRING THE MORALE OF A MINORITY DEPT.

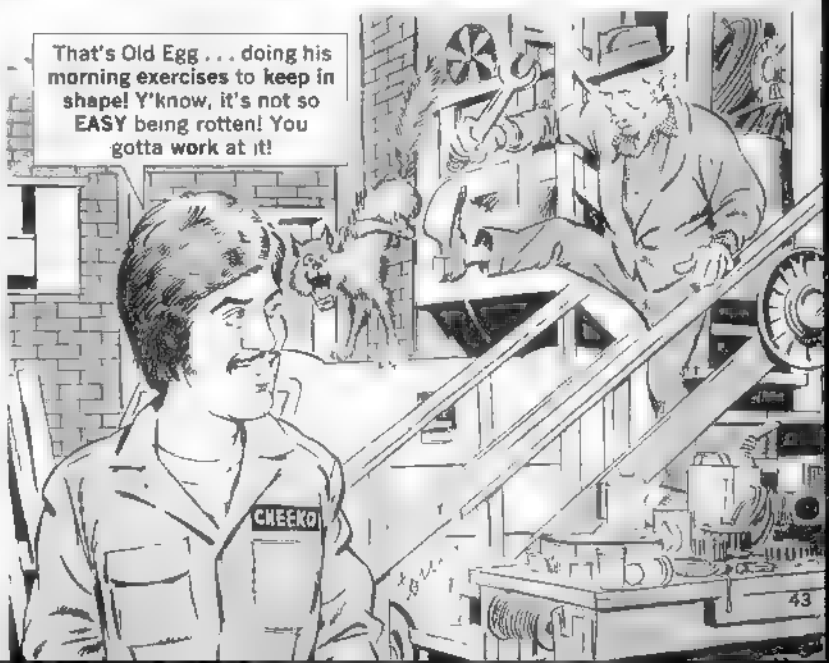
One of the big successes of the 1974-75 television season was a new show about an irritating old man and his young Mexican-American partner. (Which goes to show you how wonderful the 1974-75 television season really was!) But at least there weren't any fifteen-minute-car-chases or pop-singers-trying-to-be-funny-in-comedy-sketches in it. Actually, there wasn't very much of *anything* in this new show, which you'll soon discover in this MAD version we call . . .

CHEEKO and the HAM

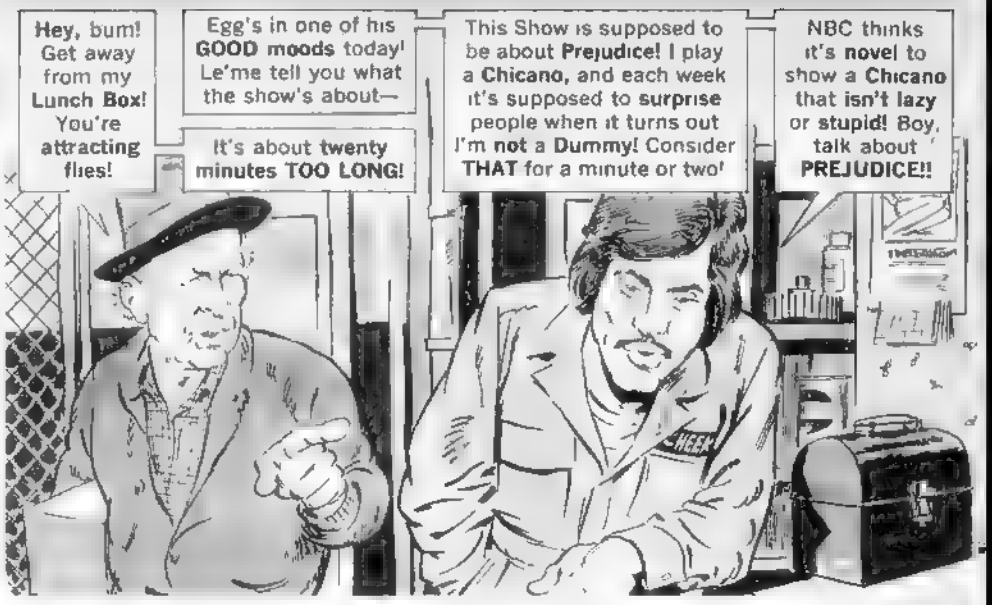
ARTIST: ANGELO TORRES WRITER: STAN HART



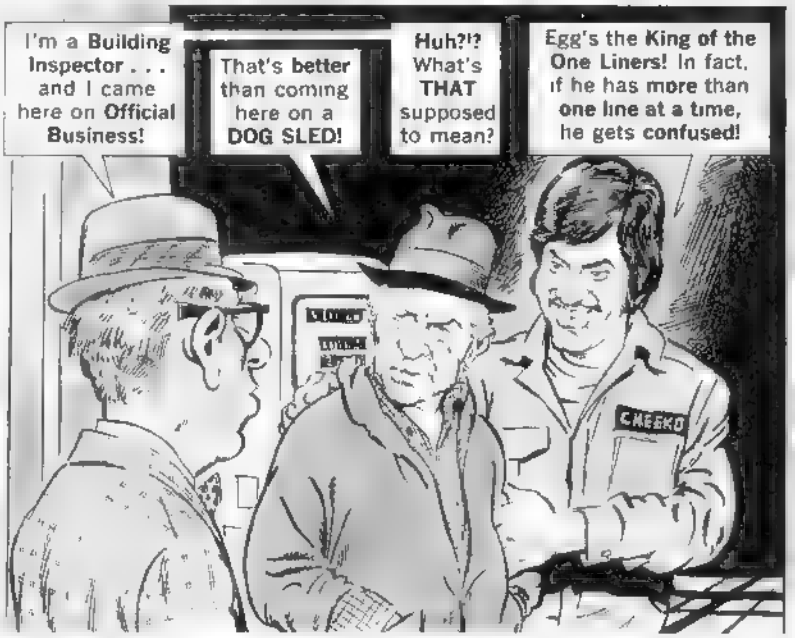




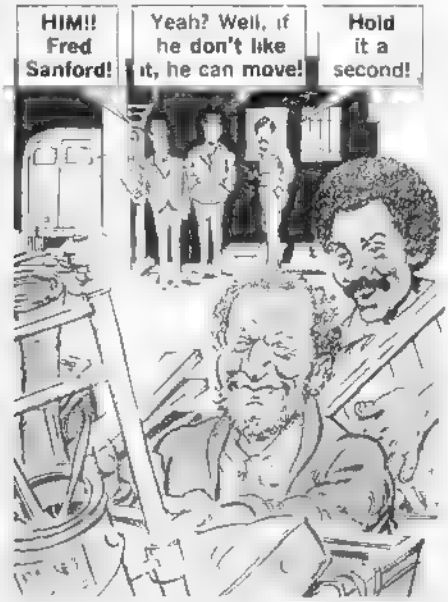
Go on! Sic 'er! GET that skinny broad!
Please, Egg! Call him off!!
What's wrong? Does he frighten you?
No . . . he embarrasses me! He keeps BURYING me in the backyard!!

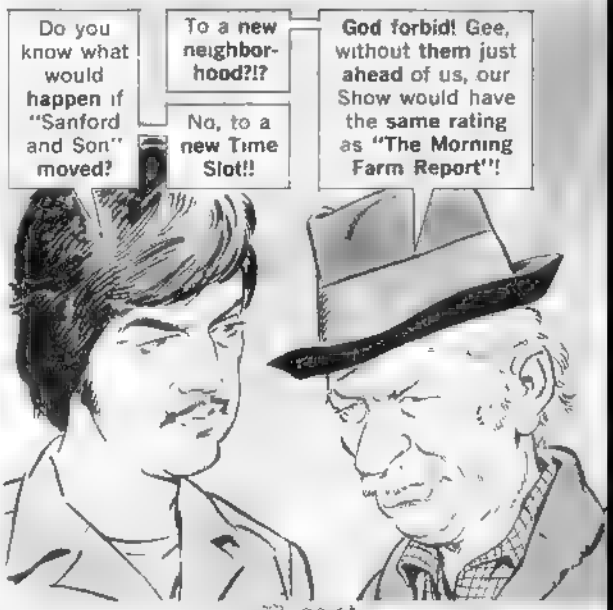

Hey, bum! Get away from my Lunch Box! You're attracting flies!
Egg's in one of his GOOD moods today! Le'me tell you what the show's about—
It's about twenty minutes TOO LONG!
This Show is supposed to be about Prejudice! I play a Chicano, and each week it's supposed to surprise people when it turns out I'm not a Dummy! Consider THAT for a minute or two!
NBC thinks it's novel to show a Chicano that isn't lazy or stupid! Boy, talk about PREJUDICE!!

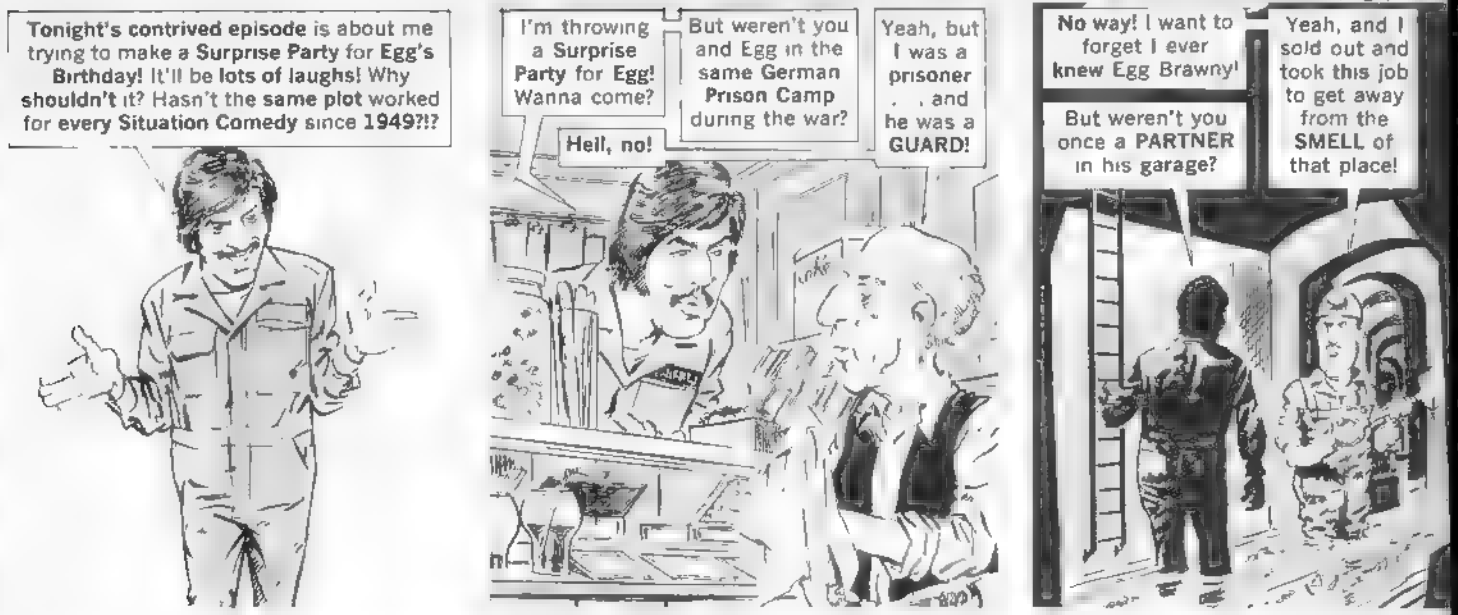
Well . . . time for breakfast! This stuff sure beats Oatmeal! Never gets lumpy! Glug!
No matter what you say, Egg, I know you're not as rotten as you'd like people to think! I know you have a heart of gold!
. . and a liver of cirrhosis!

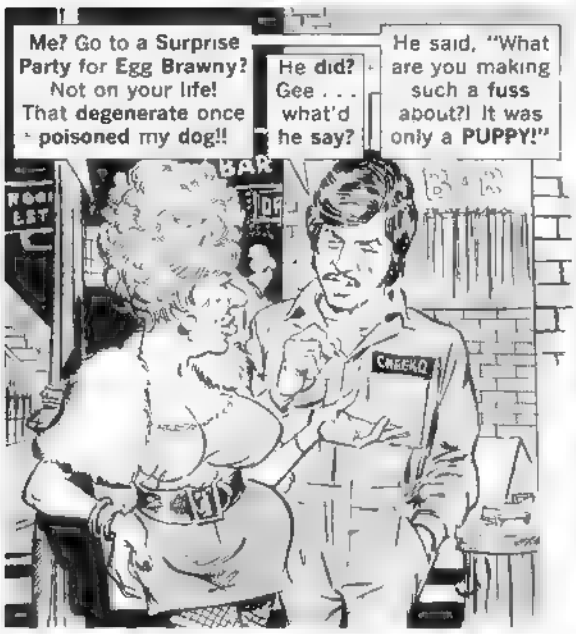

I'm a Building Inspector . . . and I came here on Official Business!
That's better than coming here on a DOG SLED!
Huh?!? What's THAT supposed to mean?
Egg's the King of the One Liners! In fact, if he has more than one line at a time, he gets confused!

I've had complaints about this disgusting place! Your neighbor says it's ruining his property value!
Yeah? Well just who IS this neighbor?

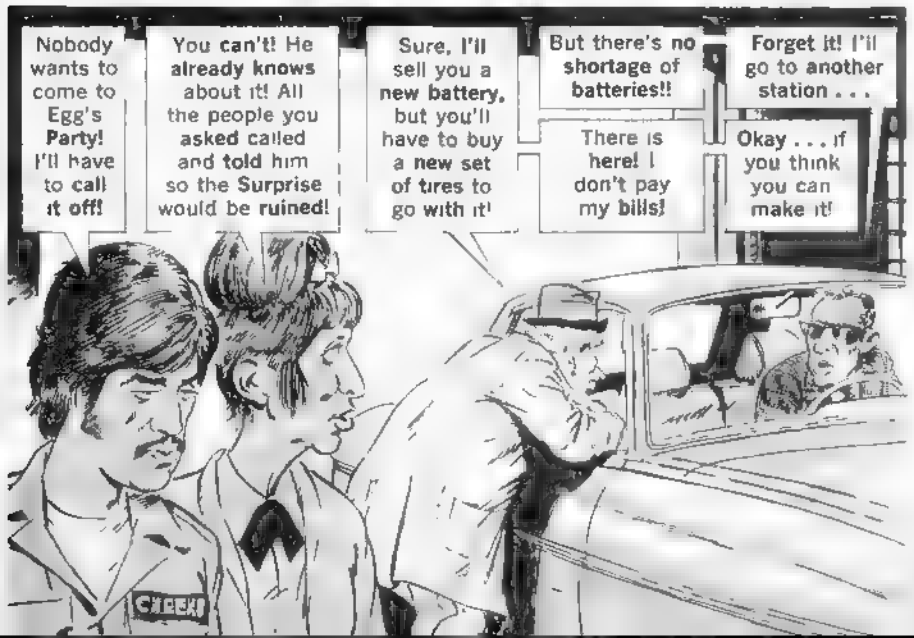

HIM!! Fred Sanford!
Yeah? Well, if he don't like it, he can move!
Hold it a second!

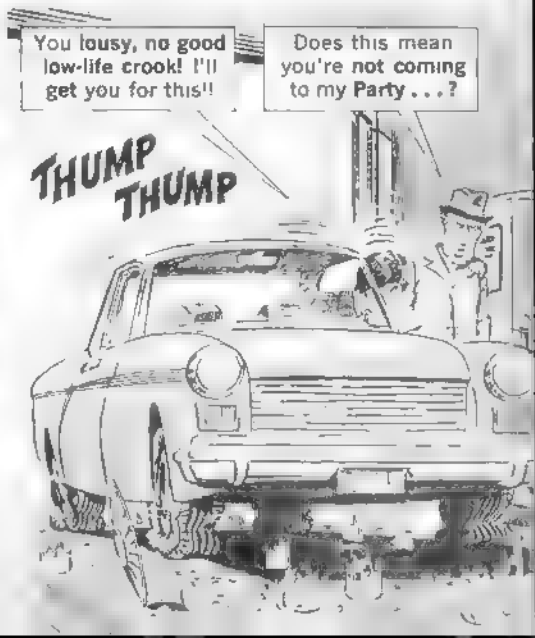

Do you know what would happen if "Sanford and Son" moved?
To a new neighborhood?!?
No, to a new Time Slot!!
God forbid! Gee, without them just ahead of us, our Show would have the same rating as "The Morning Farm Report"!


Tonight's contrived episode is about me trying to make a Surprise Party for Egg's Birthday! It'll be lots of laughs! Why shouldn't it? Hasn't the same plot worked for every Situation Comedy since 1949?!?
I'm throwing a Surprise Party for Egg! Wanna come?
Hell, no!
But weren't you and Egg in the same German Prison Camp during the war?
Yeah, but I was a prisoner . . . and he was a GUARD!
No way! I want to forget I ever knew Egg Brawny!
But weren't you once a PARTNER in his garage?
Yeah, and I sold out and took this job to get away from the SMELL of that place!


Me? Go to a Surprise Party for Egg Brawny? Not on your life! That degenerate once poisoned my dog!!
He did? Gee . . . what'd he say?
He said, "What are you making such a fuss about?! It was only a PUPPY!"
BAR

Hey, fellas! How'd you like to go to a Party? All the booze and food you want!!
Sure! Tha's great!
It's a Surprise Party for Egg Brawny!
F'rget it! I'd rather give up drinkin'!
Starving is a mush more pleasant way t' go!
Egg Brawny used 't be my Lodge Brother! Th' B'nevo-ent Order of Elksh, Adolf Hitler Chapter!


Nobody wants to come to Egg's Party! I'll have to call it off!
You can't! He already knows about it! All the people you asked called and told him so the Surprise would be ruined!
Sure, I'll sell you a new battery, but you'll have to buy a new set of tires to go with it!
But there's no shortage of batteries!!
There is here! I don't pay my bills!
Forget it! I'll go to another station . . .
Okay . . . if you think you can make it!


You lousy, no good low-life crook! I'll get you for this!!
Does this mean you're not coming to my Party . . . ?
THUMP THUMP

I know you're not as tough as you make out, Egg! I know that you're really a sentimental person! And someday, when you least expect it, you'll expose yourself . . .

Okay! How's this?

I DON'T MEAN LIKE THAT!!

There's an old Spanish saying that goes, "Quanta le gusta, le gusta, le gusta! Quanta le gusta, le gusta le fe!" It means "A man who doesn't love, doesn't love! But a man who doesn't love love, loves not the love of love!" I guess it loses something in the translation!

Well, there's an old Anglo-Saxon saying that goes "Stick your head under your armpit and take a deep breath!" And THAT loses nothing in the translation!

C'mon! Isn't there anyone you ever really loved?

Only one! A wise old wonderful person!

Your Mother?

No, ME!! I never knew my Mother!

Oh . . . ? She died when you were very young?

No . . . we were separated by a roving band of Gypsies when I was a baby!

You were stolen by GYPSIES?!?

No, they took one look at ME . . . and they stole my MOTHER instead!

There WAS a girl I DID love, and almost married! But then we had a Lover's Quarrel! I broke her nose!

You -You call that a Lover's Quarrel?!?

Sure I loved her nose!

Yecch! Was that One-Liner in the Script?

You think I'd make up something as bad as that?!

Hi! I'm an old friend of Egg Brawny's! Is he still alive??

Do I have to give a "yes" or "no" answer to that?

My name is Eloise, and I haven't seen him in forty years!

Wow! What a coincidence! We were just talking about you, and in you walk! Who would believe that?!?

The TV Audience!! If they'll buy the premise of this Show, they'll buy ANYTHING!

EXPERT SERVICE

Tell me about Egg!

Well, there's good news . . . and there's bad news . . .

The good news is He's in perfect health, and he's good for another forty years!!

And the bad news?

He's in perfect health, and he's good for another forty years!!

With you here, Egg's Party will be a real Surprise! When we all yell, "Surprise!"— you come out!

Oh . . . I just can't wait to see the smile on his face!

You don't have THAT many years left!

SURPRISE!!

Hello, Egg!

Sorry, Lady! We don't do Body Work!

But, Egg! It's me! Eloise!

It's YOU!! This is like a dream! Is it too late, or do I dare to relive the happiest moment of my life?!?

It's not too late, Egg! Do it! Relive it!

See? I told you he was an old sentimentalist!

SOCK!

Wow! I haven't lost my touch in 40 years!

So I was wrong!!

You're mean and rotten . and I don't know why I STAY with you!!

Because it's better than staying with 15 other bums like you in one ghetto room!!

Egg, that kind of talk is going to get you in trouble one of these days!

CHEEK

. And this must be the day! There's a big crowd out there . making a Protest Demonstration . . .

They don't like the way this Show presents a degrading image of one of their people! It makes them look bad!

Against WHAT?!?

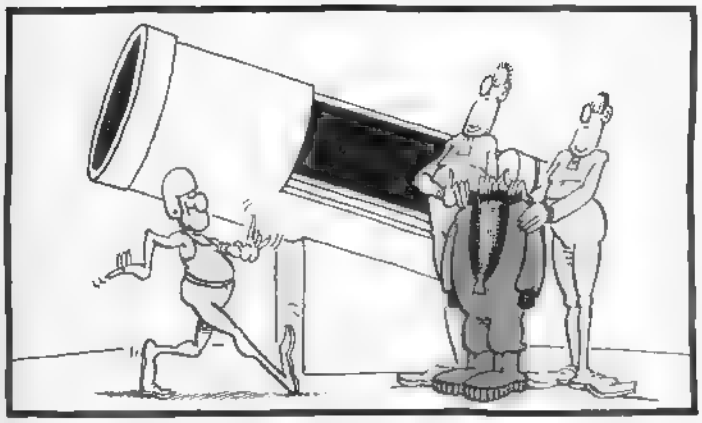
You mean Chicanos . . . ?

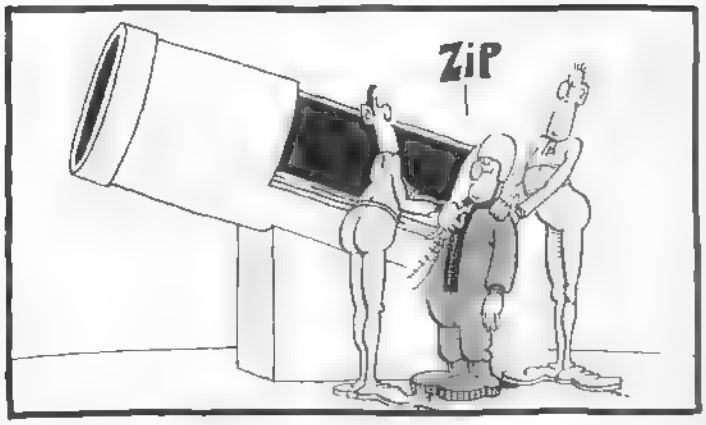
CHEEKO

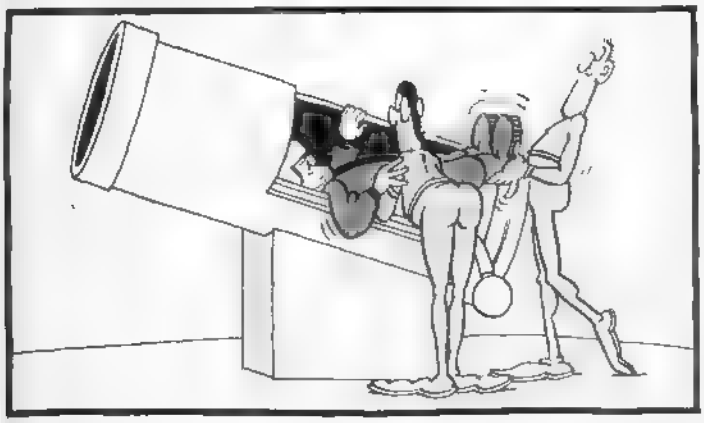
No . SENIOR CITIZENS!!

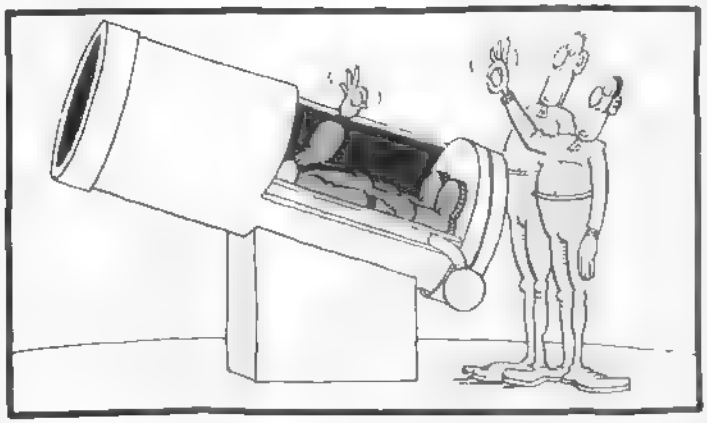
DON MARTIN DEPT. PART III

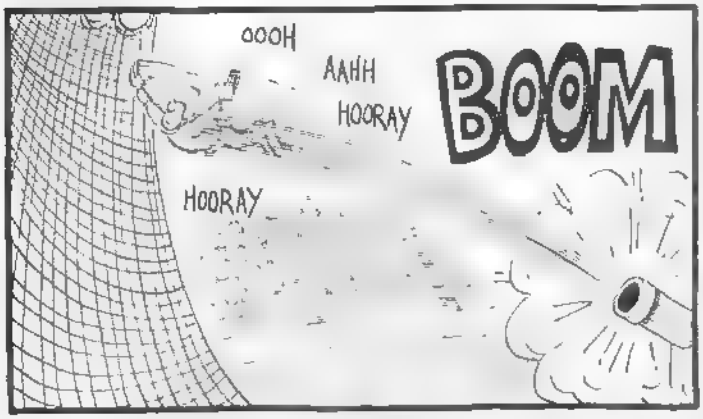
THE GREAT ZUCCHINI

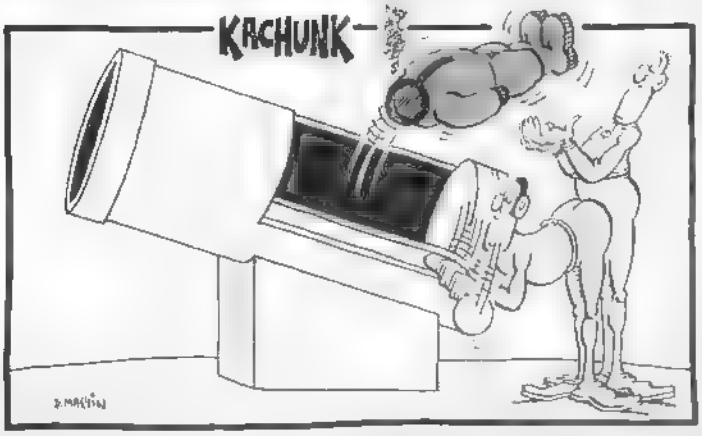






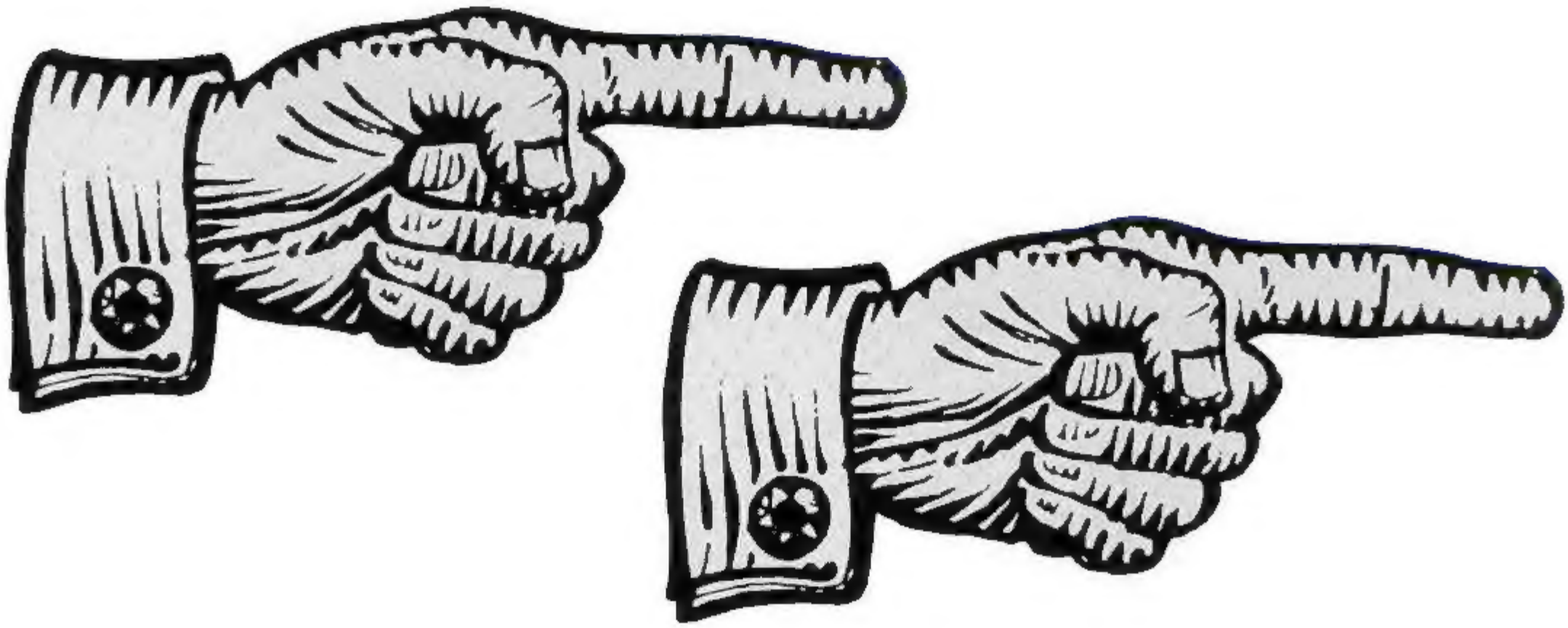






Nothing to see here!

Please skip ahead.



WHAT SPECIAL ITEMS DO FOREIGN SHOPPERS FIND EASILY OBTAINABLE IN THE U.S.?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Shoppers from foreign countries are greaty impressed by American manufacturing know-how, and flock here in droves for their purchases. But one line of goods always outsells all the others. To find out what these hot items are, merely fold in the page as shown on the right.

FOLD PAGE OVER LIKE THIS!

A ▸ FOLD THIS SECTION OVER LEFT ◂ B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

TOO MANY AMERICAN MANUFACTURERS HAPPILY ANSWER THE CALLS OF FOREIGNERS FOR SPECIALTY ITEMS, AND OFFER THEM EASY DEALS DESIGNED TO INCREASE THEIR OWN PROFITS AND WEALTH

A ▸ ◂ B

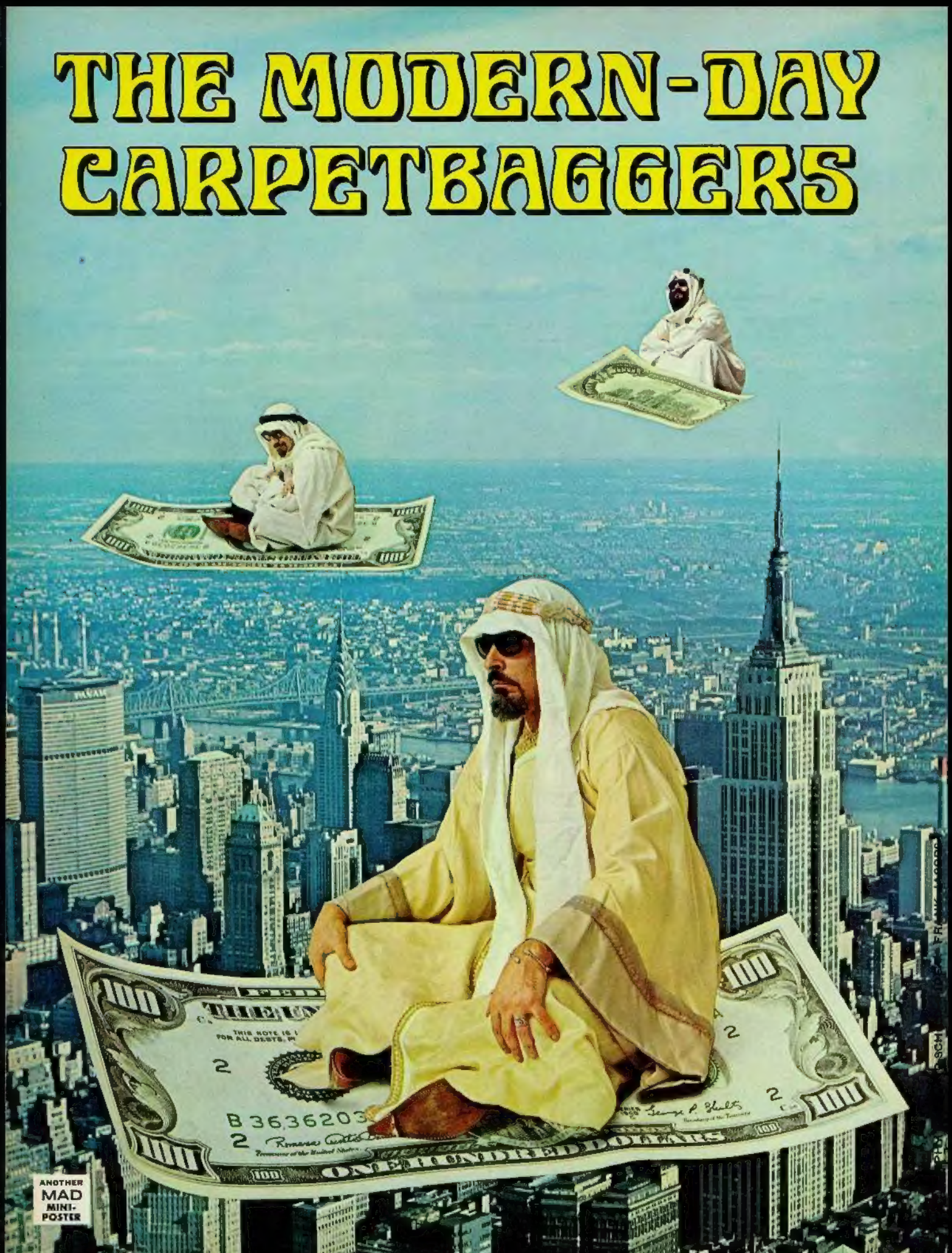
WHAT SPECIAL ITEMS DO FOREIGN SHOPPERS FIND EASILY OBTAINABLE IN THE U.S.?

FOLD PAGE OVER LIKE THIS!

A)(B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

TOOLS OF DEATH

A)(B

THE MODERN-DAY CARPETBAGGERS